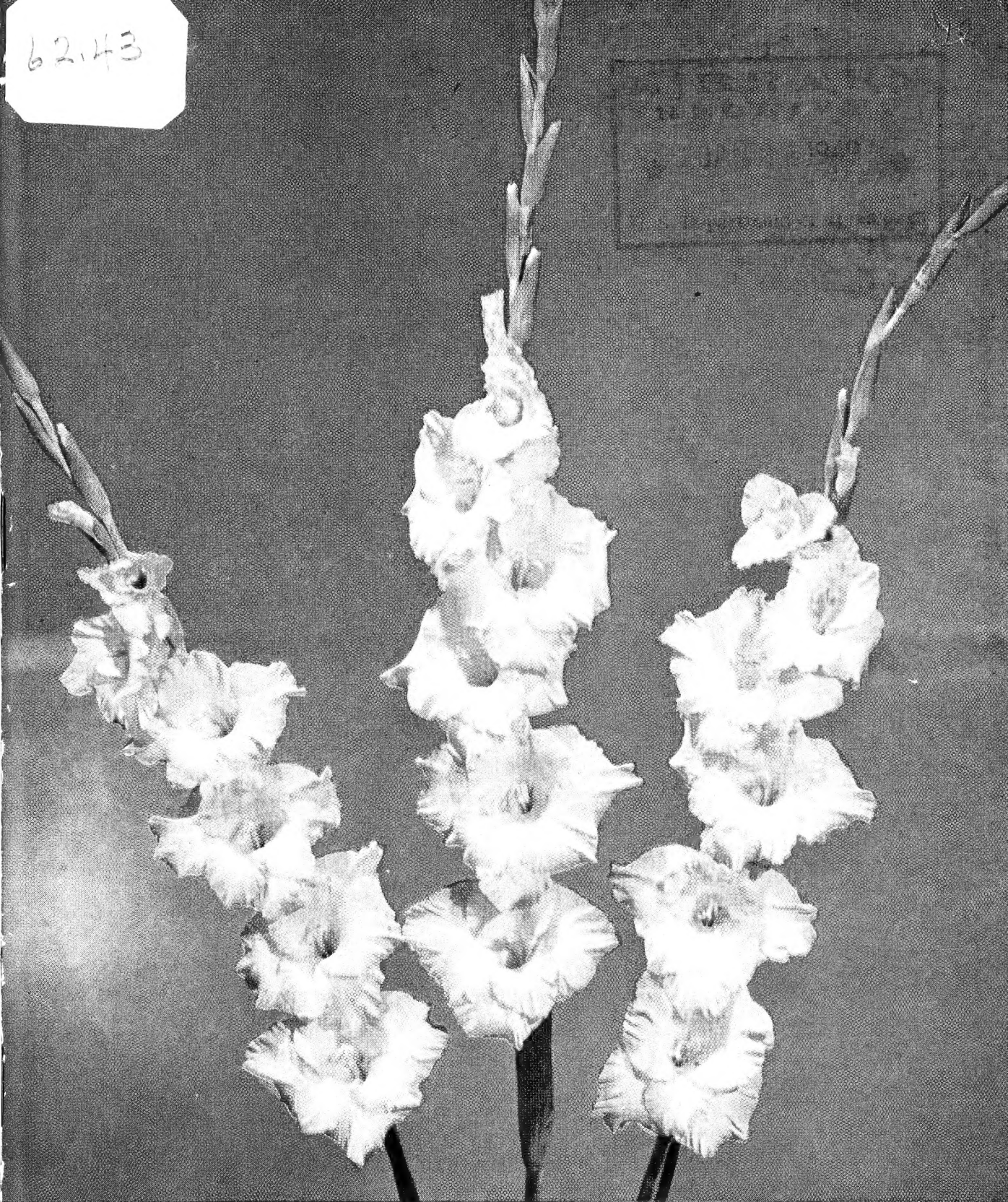


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.43



Friendship

*Glad's for 1949*

NOWETA GARDENS

ST. CHARLES, MINNESOTA



Freedom



# Our Introductions for 1949

## **Friendship** (442) (Fischer, 1949) (70 days) (Maid of Orleans x Picardy) X (Gloaming x Shirley Temple) (Seedling No. 92-44)

We have chosen Friendship—the “friendly glad”—as our featured introduction for 1949 because it is equally preeminent in both beauty and performance. Comes as close to being free of faults as any glad I know. Color is a bright, frosty shade of pure pink very difficult to obtain in glads and extremely rare in the entire floral realm. Color does not lean either to the warm side (salmon pink), or to the cool side (rose pink), or so far toward white as to be a light pink, but is a true pure pink of ethereal freshness. This predominant color blends to a waxy white and cream throat of exquisite purity. The 4¾"-5" florets are round, wide-open, sparkling in texture, and heavily ruffled. Substance is very good but not as heavy as that of White Christmas.

Friendship is an exceptionally healthy grower, producing 55" spikes with a consistency matched by few other varieties. The florets are not crowded but carried with an airy grace that adds immensely to the charm of this flower. The spikes on the front cover were not grown from large bulbs as a hailstorm prevented our getting a color picture of the larger spikes. The basket of Friendship reproduced on page 20, photographed two weeks earlier, shows the more formal 2-row spikes produced from No. 1 bulbs. Other pictures of this introduction may be found on pages 4 and 35. Note the consistent stretchiness of the spikes, which is characteristic of this variety.

Everyone who has seen Friendship has fallen in love with it. The Apostle of Beauty, Vermont, visiting our trial ground last summer, said, “92-44 (Friendship) makes other pinks look sick.” Douglas Neff, a leading Canadian grower, writes, “92-44, pure pink, is a dream for color, ruffling, and 100% cutter, and quite early. I like this very much and don’t hesitate to give her the ‘go’ sign. Not large enough for a big-time commercial. But lovely! Pure color, no flecks.” Foss Heaton, well-known Iowa grower, writes, “Are you going to name 92-44? It is outstanding here.” Charles Welch, Illinois, writes, “92-44 is a stunning glad.”

Friendship is a sensational propagator. Produces tall marketable spikes from small bulbs. Very early. For the discriminating trade a sure-fire commercial. Destined to be grown by the millions.

**Any size, each, \$2; 12 for \$20. 1 L, 1 M, 1 S, 10 Blbts. for \$6.**

**5 L, 10 M, 15 S, 100 Blbts. for \$48. ½ pint bulblets for \$150.**

## **Freedom** (401) (Fischer, 1949) (75 days) (Angelica X (Sweetheart x Incense)) (Seedling No. 204-42)

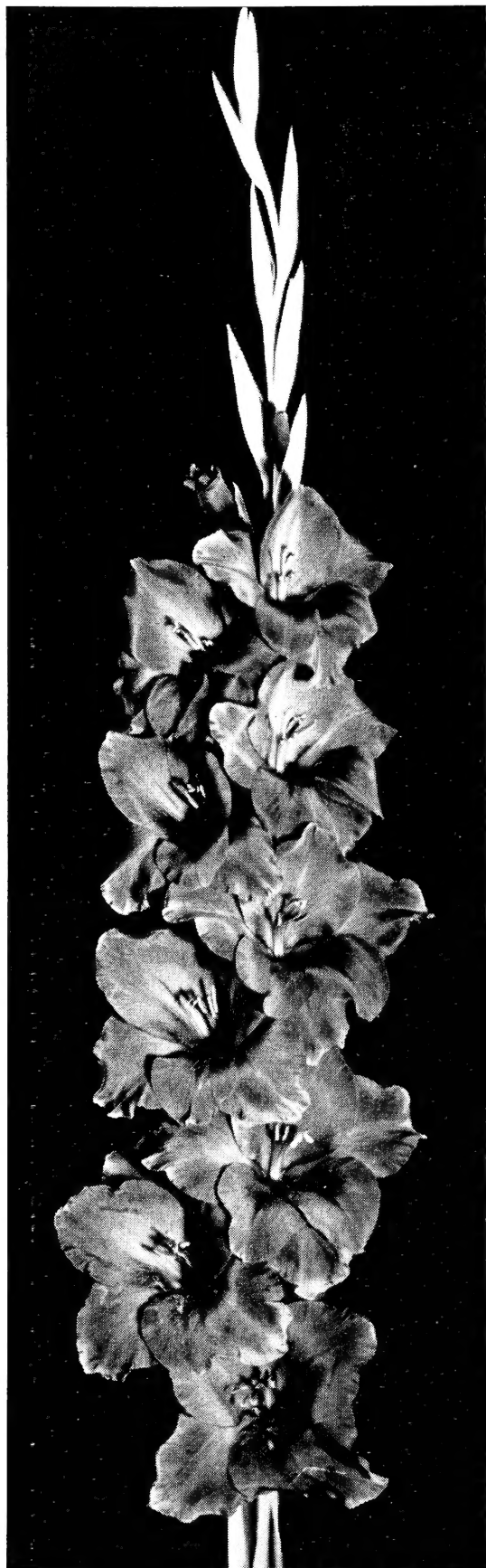
Good white glads are becoming so numerous, thanks especially to the Picardy sports, that the introduction of another good white is hardly news any more. But here is a white that is both so good and so different that its advent is bound to create a stir. Freedom is a tall rugged white, lavishly ruffled, and enhanced by a startling, bright-rose, throat blotch. Seen swaying in the wind a row of the 5-foot spikes of this white and red glad stand up with the uniformity of flag poles bearing Old Glory in a parade. Indeed, there is such a martial, patriotic air about this gladiolus—such a crusading spirit—that we decided to name it Freedom. It is a glad worthy of the name; one which you will want to have in your garden. Unusually early for so tall and imposing a variety. Like all the other seedlings we are introducing this year, it is absolutely free from crooking. An excellent propagator and fairly good germinator.

Freedom blooms out perfectly in water. In fact, it is more beautiful when bloomed out indoors, being somewhat creamy in the field when viewed close up, but snowy as white velvet when bloomed indoors with the bright blotch lighting it with vivid contrast. Definitely a comer as a commercial.

One of the largest glad growers in the U. S., a man who grows over 50 acres, to whom I sent this as a seedling for trial told me when I visited him that “this was the greatest glad he had ever had in his house.” I did not ask him to attach his John Hancock to so handsome a compliment but his remark typifies the enthusiasm Freedom has evoked among many who have seen it. Douglas Neff, Canadian grower, writes, “‘Freedom’ I think is a splendid name for your blotched white. I am inclined to think this will be your best glad to date, and I think it may be the best commercial among your seedlings . . . I think it is one that is likely to wear well and be with us for many years.” Alfred L. Moses, New York grower, writes, “I believe 204-42 will make a very consistent cutter. It has good habits and is a nice grower.”

A glad we are proud to introduce. Prices of Freedom, as with our other 1949 introductions are in conformity with our moderate price policy promised our customers several years ago. Freedom is pictured opposite, on page 4, and on the back cover.

**Same price as Friendship.**



Velvet Mantle

**Velvet Mantle** (454) (Fischer, 1949) (85 days) (Dr. Hoeg x Black Opal) (Seedling No. 298-41) Velvet Mantle is clothed in a rich, royal velvet. The rich, maroon color has a lustrous, silken sheen that is not equalled in any glad of this deep shade, as revealed in the accompanying picture. The 5 to 9 five-inch, round, flat-open florets are well placed on 5 ft. spirelike spikes that are a delight to see in the garden. Has a darker line in the throat. Very heat resistant. The healthy, vigorous plants produce lots of bulblets that like to grow. Produces unusually beautiful high crowned bulbs. Though dark reds are not ordinarily liked by the florists, Velvet Mantle was loved by our trade for its enchanting color and scintillating sheen. Patterned after richly toned Dr. Hoeg, and a vast improvement on that variety.

Same price as Friendship.

**Cupid** (300) (Fischer, 1949) (70 days) (Lavender & Gold X (Picardy x Maid of Orleans)) Cupid drives an arrow through your heart. Loved for its spirited dancing style. Possesses a chiseled perfection of form, as if carved of white wax. Has a cheery warm glow in the throat. Its petite, delightfully recurved, rose-like florets are gracefully borne on willowy 3½ ft. spikes. This elfin glad is best in arrangements. One of the smaller glads in the 300 size group. Just the flower to grace your dining room table. Lusty grower and propagator.

Price \$1.00 each any size, 12 for \$10.00; 1 L, 1 M, 1 S, 10 Blbts. \$2.50; Growers collections one-half the price of Friendship.

**Summer Snow** (300) (Fischer, 1949) (85 days) (Angelica X (Sweetheart x Incense)) (Seedling No. 205-42) A sister seedling of Freedom that shares the latter's propensity for making tall, floriferous spikes. A smaller glad however and a later bloomer. The distinctive feature of Summer Snow is its glacial purity of color. Does not have the customary cream throat of most white glads. Snow-white even to the stamens. Chaste as new-fallen snow. Glads of such immaculate whiteness have long been sought. Summer Snow opens a long ribbon of beautifully ruffled blooms. Has lots of character. Extremely regular in its placement. Excellent propagator. Grows about 55 inches tall producing lofty, spire-like spikes that are almost as identical as peas in a pod. A fine commercial type, opening readily indoors. Very heat resistant. Pictured on page 4.

Not for sale this year. To be used as a premium bulb on orders of \$5.00 or over.

**Regal Red** (536) (Fischer, 1949)  
(100 days) (Hindenburg's Memory x Liberator) (Seedling No. 800-41) A king-size scarlet that builds the most imposing spike of anything we know in its color class. "Regal Red" is the "garden name" by which we have known this natural-born grand-champion ever since it first bloomed. Such "garden names" are usually supplanted by a new name at the time of introduction, but we couldn't think of anything more appropriate than Regal Red for this tall, stately, massive, lustrous scarlet. Consistently grows over five feet tall. A row of this variety in full bloom is truly majestic.

We did toy with the idea of naming this glad "Silver Sheen" because the entire flower is overlaid with a distinct silvery sheen that requires no imagination to see. In fact, we know of no glad with higher lustre than this scarlet. The silvery overlay seems to arise from the very intensity of its glossy sheen. But stateliness of carriage and massiveness of spike being its predominant qualities, we decided to stick to the name Regal Red.

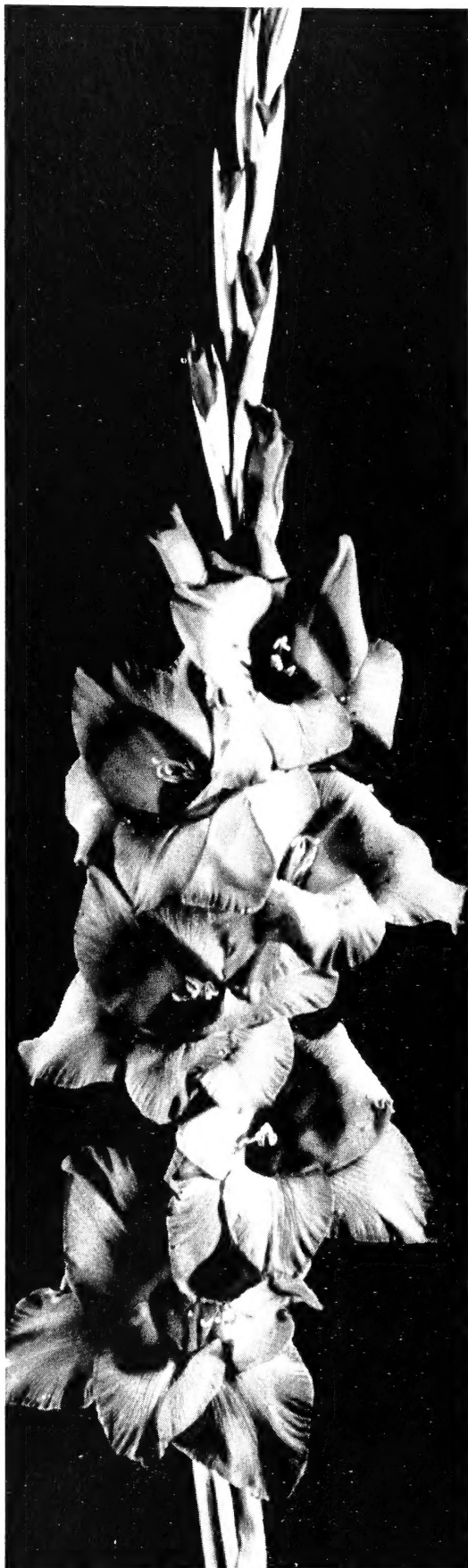
The chief weakness of Regal Red is a tendency to burn in 90 to 100° heat. However, blooming as late as it does (100 days), it is not likely to cause much trouble in that respect, and, of course, it can be cut when the first two or three florets are open and bloomed indoors, as is done with all glads of any color 90% of the time anyway. Incidentally, Regal Red opens very well in water.

Floret attachment of its heavy six-inch florets is far better than might be expected. Opens 5 to 6 of these giant blooms at a time on spikes that in seven years of trial have never produced stubs. Excellent propagator. In competition with other reds and scarlets it has been our leading cutter. Foliage is like leather. We strongly recommend this pulse-quickenning scarlet as excelling in size, richness, beauty, and hybrid vigor. Proclaimed by many, who have seen it, as the most beautiful scarlet. One of my own three favorites in its color class.

**Not for sale this year. To be used along with Summer Snow as a premium bulb on orders of \$5.00 or over.**

### **Special Offer on Introductions!**

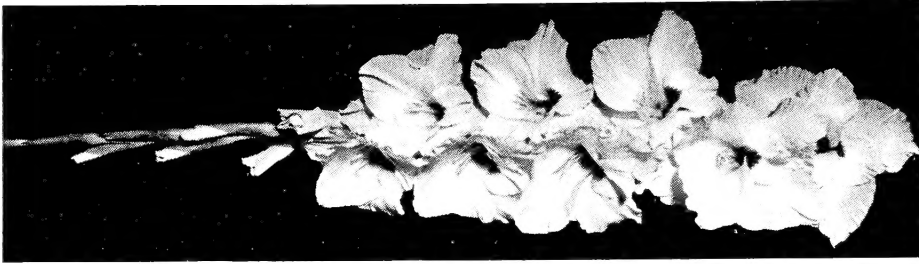
One each, any size, of Friendship, Freedom, Velvet Mantle, Cupid, Summer Snow and Regal Red for \$7.00. In view of the high quality of these introductions and the modest introductory price of each, we consider this an extraordinary value.



**Regal Red**



**White Challenge**



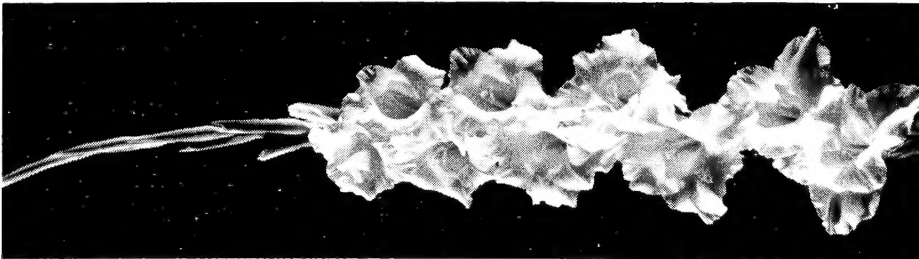
**Freedom**



**Cupid**



**Friendship**



**Summer Snow**



# *Progress on the Glad Frontier*

## A Survey of Recent Introductions Tried Out in 1948

Our recent blooming season was the best ever due to a very cool summer and to our irrigation system. With but two good rains from July 1 to September 15, it was a joy indeed to turn on the rain the "Atlas" way. The glads received a good drink about once a week, producing superb flowers and a handsome bulb crop. We have the plumpest, best-looking bulbs that we have ever had. Hats off to irrigation!

Although an occasional dry season probably does no permanent injury to gladiolus stock, it has been our experience and the experience of others that an adequate supply of moisture contributes to the storing up within the bulbs of the vitality necessary to produce tall spikes the following year. This seems only natural in view of the fact that the fertility of the soil that becomes available each year bears a recognized relationship to the amount of moisture provided.

As usual, the brightest spot of the summer was our combined seedling patch and trial ground. We have some very interesting seedlings coming along in every color class except the blues and smokies, where we have not worked; but the largest number of outstanding things seem to be coming among the lavenders and rose pinks, for which fact we are grateful, since they will reinforce two of our weakest color classes. It is not my purpose here, however, to discuss our oncoming seedlings (of which you may have a glimpse, if you wish to send for the kodachrome sets offered elsewhere in this catalog), but to give you a resume of the new and recent varieties which we tried out in 1948 and to discuss the advancement in beauty and performance recently made on the glad frontier.

Glads have improved at a breath-taking rate in recent years, few other flowers equalling them. Whites have improved more than any other group, due in part to the white sports of **Picardy**, **Eureka**, **Snow Flurry**, and **Silver Wings**—similar, but each distinct enough to merit a name. **Morning Star** has the purest color and heaviest substance of all white Picardy sports. Although it has beauty of a high order, its florets are too loosely attached and its propagation is too slow to make a commercial. **Florence Nightingale** is dear to my heart. Deserves all the recognition it has received and will replace many present-day commercials. We were not enraptured with **White Goddess** last summer but believe it did not give us her best. Immaculate **Alice Ayer** was early and much admired. **White Magic** had nice frills. It took **Reliant** about 125 days to bloom. Not a glad for the fancier but one that may be of use for late fall cutting. **Bells of June**, from Holland, reminded me of a larger Surfside. **Immaculate** is just that. **Wax Model** was neither waxy nor a model; its color was not pure. **Christine** can be heavenly but with us it had weak stems and was devoid of propagation. **White Wings** from Australia bears watching. My own new whites, **Freedom**, **Cupid**, and **Summer Snow**, and **White Christmas**, are fully described elsewhere and need not be discussed here.

The cream color class is not especially strong. **Leading Lady**, which passes for a white with the florists, is easily the leader here. Blotched **Salman's Glory** will find a place as a commercial. **Lake Placid** is winning in favor but was short with us. **Connie G.** won our admiration, reminding us of **Gleam**, though of course much paler. Both possess superlative refinement of color and lustrous texture of petal. In our limited experience, **Connie G.** produced more buds but fewer bulblets than **Gleam**. Both have loose floret attachment.

The yellow class as a whole is weak. **Spotlight** steals the show here for lack of much competition. Not a form glad but it has color and good habits. **Aureole**, though not the yellow the trade is looking for, will have many friends. It is a fine bouquet glad. **Martha Deane** is severely plain but we thought it quite worthwhile. It has excellent habits. Expensive **Java** from Holland is but a larger Gold Dust. **Spun Gold** would qualify as an early cutter, but it wasn't early here. We will list intensely ruffled **Babs** when stock is available. Color is a little short of perfection but it certainly makes up well and is very early. **Belle Jauve** from Holland failed to impress this year. **Golden Arrow** was moody with us. We had a few nice tall spikes, but most of them were short. Even from small bulbs it split badly. We loved its flat, round florets. **Coventry** is larger than its sister, **Sparks**, but not nearly as appealing.

**Pactolus** leads the buff class for us. This striking flower could have been named Departing Sun. Ruffled **Arethusia** and sturdy **Susquehanna** are the leading commercials in this color. **Arethusia** is very beautiful when well grown. **Gold Medal** was not happy with us last summer. Buffy **Bo-Peep** with deeper flecks, a glad in the 200 series, makes up well in arrangements but did not catch our fancy as much as did its orangy companion, **Twinkles**.

**Orange Gold** and **Gratitude** lead the orange parade. **Brightside** has the most unusual

form of any orange. **Crackerjack** is not too bright a color, but obliges with fine spikes. Not a connoisseur's flower. **Orange Prince** approaches scarlet. Its brilliance is most appealing. The purple throat of **Bittersweet** does not harmonize with the orange. **Glow** and **Palisades** were massive and sturdy but lacking in refinement. **Tut's Both** comes short here. **October Sunshine** has a nice color; commercial growers seem to like it. It is worthy of consideration. Cute is the word for **Twinkles** which does have a twinkle about its personality. We plan to list it when it gets down in price.

The salmon class remains one of the strongest, as it has been down through the years. **Genghis Khan**, **Spic and Span**, **Kelsey**, **A. L. Stephen**, **Jeanie**, **Picardy**, and **Ladrone** are a select group. Individual taste will determine the favorite. Roberts' **Day Dream** may be described as a salmon New Era, but it flecked badly here. **King Alfred** is tall and handsome but not friendly: its florets break off with the slightest brushing. **Marion Pearl** is a beautiful dame but selfish with bulblets. We like the color of **Pioneer** but think the spike lacks grace of line. **Madeleine Brown** is a near duplication of **Picardy**. Better bulb health is claimed for it. The floret arrangement was pretty bad on **Cotillion**. **Summer Gal's** very poor growth discounted its future with us. **Strawberry Peach** builds an impressive spike but the color appeal of this variety will vary with different tastes. **Bengasi** is sensational in cool climates, but crooks badly here.

The scarlets present a fine group. Placed in order of beauty, they strike me about as follows: **Red Plush**, **Dieppe**, **Regal Red**, **Trocadero**, **War Paint**, **Rita Mae**, **Radiance**, **Hawkeye Red**, **Destiny**, **Valeria**, and **Algonquin**.

Red shades have grown in popularity. **Red Rascal**, **Birch Red**, and **Red Charm** raise the aesthetic standard of this class considerably. **Red Cherry** is winning friends. **Redowa** is large and husky but not as appealing as **Red Charm** by the same originator. **Mighty Monarch** could be just that. It has long flowerheads and good growth. We plan to give this another trial before listing it. **Redwing** excels in stretch.

We now come to the heart of gladiolusdom: the pinks. **Friendship**, **Blessed Damozel**, **Beauty's Blush**, **Evangeline**, **Heart's Desire**, **Lady Luck**, **Phantom Beauty**, and **Connecticut Yankee** are among the most beautiful. **Little Sweetheart** is without competition in its size group. **Treasure Island** looks fine to us. One of Mr. Lins' best. **Yankee Lass** is a fine glad when sold by the yard. **Buckeye Queen** is a paler **Picardy**. **Lady Boo** reminds one of **Debonair**. **Deborah Sampson** is a worthy rival of **Lady Luck**. Both are excellent. **Adoration** was rather early, but lacking in color appeal. **Cleo** built a fine spike but had a very unattractive blotch in our estimation. **Susannah** is a pretty lass. We think highly of reliable **Pandora**.

Among the dark reds we consider **Velvet Mantle** a real advance. We hope as many of our customers as possible can see this in color in our kodachrome sets. **Mrs. R. G. Errey** is good and will probably be listed by us next year. **Mansoor** is a velvety dark red with a brownish cast that looks wonderful when it first starts to open, but which disappoints by not opening widely and by fading to an unpleasant shade. **Paul Robeson** lacks personality. **Royal Robes** is beautifully garbed but very short. **Black Cherry** lacked stretch.

Rose shades are very pleasing, probably because of their rarity among flowers. After so many salmons, cool pinks rest the eyes. They mix well with other pastels. Some of our best new seedlings are coming in this color class, including our prospective featured introduction for next year. Among existing introductions, **Topflite**, **Venida**, **Betty's Choice**, **Rose Charm**, **Miss Wisconsin**, **Rose O'Day**, and **Chamouny** are the leaders. Al Moses' current introduction, **Gwen**, will find a place near the top when better known. We had the privilege of growing this as a seedling and are very enthusiastic about it. **Dawn Glow** comes close to being a very great glad, but its florets are too crowded. Though **Preview** had a nice color, it flecked badly for us. A tall, cut-flower type. **Burma** and **Boulogne** are without competition in the deep rose-red shades.

Purples add richness to the gladiolus family. **Paul Rubens** has the unique shade of the old Anna Eberius, for which there is a real need, but we are holding out for better performance before listing. **Dorothy Armstrong** seemed to show little improvement on Charles Dickens in one season's growing. **Concord** was n. g. **Eunice Ewing** presents an unhappy combination of purple and white. **Sherwood** looked good and will probably be worth listing when it gets down in price. **Paymaster** from Pruitt was not as good as some other purples. The not-so-new **Lancaster** and **Purple Supreme** are still tops in this color class.

Customers tell us **Wedgwood** is the most beautiful of lavenders. Some of our friends like **Poet's Dream** even better. **Elizabeth the Queen** can also be supremely lovely, but is more temperamental. The bulbs of **Patrician** which we bought last spring were so full of virus that they didn't grow over a foot high. We get some good reports on this glad, but cannot, of course, list it until we get healthy, vigorous stock. After three years' blooming

**Abigail** fails to impress. Rosy-lavender **Siboney** has puckered florets and lacked height with us, but it requires further trial. No glad should be judged finally the first year. **Lucky** is much like **Badger Beauty**. We didn't warm up to the rather subdued shade of **Penelope**. **Peggy** is a truly halcyon tint of lavender and has excellent height, but it has no fancy curves and is very chary of bulblets here.

**Blue Boy** gave us the most beautiful spike in the violet range that I have ever seen. It was really something. We are waiting to check further on performance. **Blue Ice** is rather weak with us. Definitely likes cool weather. **Aritos**, from Holland, is a clever blue novelty. Our experience with this is very limited.

**Pastel** and **Sandman** are our favorite smokies. We will list the latter when stock is available. **Flying Fortress** is also good.

**Donella** was the first variety to bloom for us, coming into flower on July 4. This is the earliest we have ever had a glad in bloom. **Donella** was short with us, however. Second and third to bloom were **Yellow Herald** and **Rose Charm**. Other "first earlies" were **Early Gold**, **Babs**, **June Day**, **Rose Delight**, **Wedgwood**, **Lavender and Gold**, **Arethusa**, **Invictus**, **Brightside**, **Heavenly White**, **Rhett Butler**, **Annamae**, **Gratitude**, **Gen. MacArthur**, **Friendship**, and **Cupid**.

Our best growers from bulblets last summer were **Florence Nightingale**, **Red Plush**, **White Christmas**, **Gaylore**, **Rose O'Day**, **Montpelier**, **Lavender Prince**, **Leading Lady** and **Velvet Mantle**.

This year I am discontinuing: **Astrid**, **Avalon**, **Black Diamond**, **Centennial**, **Color Marvel**, **Cover Girl**, **Dr. van Dobben de Bruyn**, **Gold Dust**, **J. V. Konyneburg**, **Junior Miss**, **Kenwood**, **Legend**, **Leona**, **Margaret Fulton**, **Memory of Hindenburg**, **Myrna Fay**, **Paul Revere**, **Robinson Crusoe**, **Rose Gem**, **Rosy Morn**, **Surfside**, **Sweetheart**, **Vangold**, **Variation**, and **Yellow Paradise**.

Our **Season's Honor Roll of Recent Introductions** (omitting my own varieties) is as follows: **A. L. Stephen**, **Aureole**, **Betty's Choice**, **Boulogne**, **Eureka**, **Florence Nightingale**, **Kelsey**, **Ladrone**, **Pastel**, **Red Rascal**, **Rita Mae**, and **Snow Flurry**. First choice goes to **Florence Nightingale**.

In concluding, I want to take this opportunity to thank our customers for their generous patronage and many kind letters during the past year. Being in the glad business involves about five times as much hard work as any other occupation that I know of, but it is certainly ten times as much fun, too, as anything else. And one of the most pleasant features is the friendships that develop in the enjoyment of our great hobby of glad growing.

May your 1949 garden bring you many new thrills as we advance together on the "glad frontier".

*Carl Fischer*



A Corsage of Wedgwood

# *Some Interesting Facts on Bulb Vitality*

## **Previous Year's Culture Important in Determining Spike Length**

One of the mysteries of glad culture has been why a variety which produced fine tall spikes when first introduced dwindled year by year in vigor until it produced spikes so stubby nearly everyone discarded it. Thus years ago the variety **America** created a sensation when first introduced but soon disappeared from most lists. Probably nine out of ten plantings of Picardy have grown short. Why did an occasional planting retain the capacity to produce tall spikes while others lost it?

It now appears that there is no real mystery involved after all. Tests indicate that it is simply a matter of the quality of culture a gladiolus is given. Inadequate fertility and **drought** are probably the two most common reasons bulbs deteriorate in vitality. Viruses are another reason but they may result from the preceding two.

We have been fortunate in being located in a comparatively well-watered section of the corn belt which is also blessed with a black soil of unusual natural fertility. (One of the largest sweet corn and pea canneries in America is located near here. Canneries are necessarily located in areas of exceptional fertility and good rainfall.) However, even here occasional drought has marred the picture. As a result we resolved last spring to put all our plantings under irrigation. It was a fortunate decision as our area sustained a most unusual drought in 1948. It was a thrill to be able to turn on the "rain" whenever we needed it and the two pictures below attest the remarkable growth we secured on bulb-lets grown under our new irrigation system. All of our fields were generously irrigated.

(Incidentally, vitality can be restored by good culture to a variety which has lost it, I am informed by those who have made this experiment.)

Regarding fertility: we customarily add to the natural fertility of our black corn belt loam by plowing under every other year a crop of soy beans when they reach a height of about 30 inches. This seems to insure practically optimum fertility. By use of such fertilization, plus irrigation, and by discarding any variety that shows a tendency toward virus infection or disease, we believe we can insure our customers bulbs of top vitality from year to year. We have a beautiful crop of bulbs this year—the best we have ever had.

**Two Pictures of the Same Field Taken June 1 and September 15 Showing**





# *Enjoy a Glad Show in Mid-winter!*

Three-Dimensional, Life-Size Color Pictures of Glads  
Now Available for the First Time

A year ago—in our 1948 catalog—we offered our customers a new service to make their glad hobby even more enjoyable: sets of standard 35 mm, kodaslide showing many of the newer varieties of glads in full color. We had five such sets which were kept in continuous circulation and which elicited a great deal of enthusiastic comment.

This year we have amplified this 35mm service by practically doubling the number of slides, so that a great many more varieties of glads are included. But the big news this year is the fact that we are now able to offer our customers a chance to see the newest glads not only in full color and life-size but also in **three dimensions**.

Remember the old-fashioned stereoscope of grandfather's day? Last April a new precision camera embodying the stereoscopic principle and using standard kodachrome color film appeared on the market for the first time in America. We immediately secured one of these cameras and put our photographer to work with the result that this year we have, in addition to our five enlarged sets of standard kodaslide, **five completely new sets of colored STEREOS** for circulation among our customers. The third-dimensional effect (depth) when added to color and magnification to life-size, gives a sense of realism so perfect that the viewer feels he could simply reach out and **touch** the flower. In fact, one can almost count the pollen grains! It is a real photographic miracle. We therefore do not feel we are exaggerating to say you can enjoy a mid-winter glad show in your own home by sending for one of these sets.

We are not trying to make money on these slides, but simply to popularize the gladiolus and to add to the enjoyment of our customers and to help them select the varieties they want for their own gardens. We have, therefore, put the rental fee down to \$1 for either type of slide set: the standard slides, and the stereos. There are about 200 slides in the standard sets and about 100 slides in the three-dimensional stereo sets. Both types of sets are sent out with suitable hand viewers. The standard slides are also suitable for projection on a screen before groups, such as glad societies or flower clubs. The stereos, however, cannot be projected.

Please do not wait to see these sets, however, before placing your order. The sets

(Continued on page 48)

**Effect of Ideal Culture. Bulblet Stock Center and Left, 5's and 6's Right**





CUPID

## *A Plea for "Bouquet Glads"*

What is more beautiful than a single glad spike, however perfect? Answer: an artistic arrangement of three to thirty or more spikes. Obvious as this answer is, many fans persist in judging a variety by a single spike, as if glads were meant to be enjoyed in milk bottles instead of massed in bouquets or baskets. In judging on a basis of single spikes, fans give all the advantage to the giant sorts over the small and medium. As used in home decoration, the 300 and 400 size glads (see classification system, page 11) have all the size that can be used to advantage. They are almost always purer and richer in color, more stylish and graceful in form than the 500 size glads. We, therefore, make this plea to the fancier: Don't judge a medium or small glad by the single spike. **You will get all the mass effect you want in a bouquet anyway.** Judge your glads as you use them, which, if you are getting the most enjoyment out of them, will be in basket or bouquets.

Of course everyone wants some of the giant glads, but if you are overlooking the bouquet-type of glad, so ideal for arrangements, you are missing the choicest part of glad enjoyment.

Bouquets need not be large: only three spikes, as pictured on pages 34 and 35 will make a charming bouquet, or five spikes as pictured above. Rarely will you want to use more than two dozen spikes even in a large basket, since crowding is to be avoided. Arrangements of a single variety are usually the most beautiful, though mixed bouquets may be more interesting. By taking advantage of the wholesale prices at the end of this catalog you may enjoy many supremely beautiful bouquet glads in sufficient quantity to make up some wonderful arrangements for your home and for your friends.

# The Gladiolus Classification System

The number after the name of each variety in our general descriptive list denotes the official size and color classification of that variety as determined by a committee of the North American Gladiolus Council. We list these classification numbers because they are helpful to customers in determining the exact size and color classification of varieties they may want to buy or to exhibit at glad shows conducted under the auspices of the N.A.G.C., where this classification system is used.

Glads are classified in five sizes as follows:

|                 |                       |
|-----------------|-----------------------|
| Miniature Glads | 100—florets under 2½" |
| Small Glads     | 200—2½" through 3¼"   |
| Medium Glads    | 300—3¼" through 4⅜"   |
| Large Glads     | 400—4½" through 5⅜"   |
| Giant Glads     | 500—5½" or larger     |

For instance, turn to page 13. The first variety described, Abu Hassan, is followed by the number 378. The 300 means it has a floret size from 3¼" through 4⅜". The 78 designates this variety as a deep violet. Hence the numbers after the variety names tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

## COLOR CLASSES

|           |                                |                     |                     |
|-----------|--------------------------------|---------------------|---------------------|
| Class     |                                | 50 Red              | 50 (Light)          |
| 00 White  | 00 without conspicuous marking | Red                 | 52 (Deep)           |
| White     | 01 with conspicuous marking    | Red                 | 54 (Black)          |
| Cream     | 06                             | 60 Rose             | 60 (Light)          |
| 10 Yellow | 10 (Light)                     | Rose                | 62 (Deep)           |
| Yellow    | 12 (Deep)                      | Lavender            | 66                  |
| Buff      | 16                             | 70 Purple           | 70                  |
| 20 Orange | 20 (Light)                     | Violet              | 76 (Light)          |
| Orange    | 22 (Deep)                      | Violet              | 78 (Deep)           |
| Orange    | 24 (Red Orange)                | 80 Smoky shades     |                     |
| 30 Salmon | 30 (Light)                     | Smoky               | 82 (Orange Smoky)   |
| Salmon    | 32 (Deep)                      | Smoky               | 83 (Salmon Smoky)   |
| Scarlet   | 36                             | Smoky               | 84 (Pink Smoky)     |
| 40 Pink   | 40 (Light) without markings    | Smoky               | 85 (Red Smoky)      |
| Pink      | 41 (Light) with c. markings    | Smoky               | 86 (Lavender Smoky) |
| Pink      | 42 (Deep)                      | 90 Any other color. |                     |

## JOIN A GLAD SOCIETY

1. If you are seeking an evening of pleasant entertainment, join the Maine Gladiolus Society. Their 100-page annual is the surprise of the year and deserves to be widely distributed. It contains an excellent symposium on varieties. Membership is \$1.00.

2. The Minnesota Gladiolus Society offers three issues of the Minnesota Glad Fan and a year's subscription to the Minnesota Horticulturist for \$1.50. The Minnesota Horticulturist is issued nine times a year.

3. The North American Gladiolus Council presents an excellent quarterly magazine that is chuck full of timely articles. Membership is \$1.00.

4. The New England Gladiolus Society issues a 215 page annual and six bi-monthly magazines. Membership is \$2.00.

The above societies treat such material as: up-to-date information on dips and sprays, diseases, fertilizers, best new varieties, trial ground reports, symposiums, hybridizing hints, parentages of varieties.

To encourage **new members**: Include your subscription to any of the above with your bulb order, and we will send you the value of the subscription in gratis bulbs and forward the membership of your choice to the proper address. Make a list of bulb preferences and we will fill as we are able.



### THRIPS-FREE BULBS

Before the advent of DDT, thrips were a serious threat to glads. DDT, however is 100% effective. We dusted all our bulbs a year ago as we took them from the field, with the result that there was no sign of thrips last summer. Again this past autumn we dusted our bulbs once more with DDT to insure complete coverage.

We harvest only stock grown from small bulbs or bulblets and hence have only young, high-crowned bulbs to ship to our customers.

### INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over postpaid. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrip-free. All stock is offered subject to prior sale. If any of our customers are willing to pay the transportation charges on their order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulblets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

Five bulbs will be sold at one half the price of ten, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment.

### EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

### BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in. with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

### ATTENTION!

All names on our mailing list not credited with an order in the last two years will be dropped unless we receive a card telling us that you still want to receive our catalog. Please notify us in case of change of address.

### CULTURAL DIRECTIONS

A sheet of complete cultural directions will be sent with every order.



# Headliner Glads for 1949

Glad fans generally want to know three things about a variety which they have not yet had a chance to try out for themselves; 1, How beautiful is it? 2, How valuable is it as a cutflower and 3, How large is it? The generally adopted 500, 400, 300, 200, 100 size classification explained on page 11 accurately describes the floret size. To assist in respect to beauty and cut-flower value, we have devised the following rating system and are using it experimentally this year. We will be glad to hear whether or not you find it helpful. Of course, tastes differ and glads perform differently in different soils. These ratings are not exclusively my own, however, as I have consulted with several other growers and fanciers in their preparation. Incidentally, I have not participated in the ratings of my own originations, but have depended on those with whom I have consulted to do this for me.

## KEY

|         |                               |
|---------|-------------------------------|
| ★       | moderately beautiful          |
| ★ ★     | beautiful                     |
| ★ ★ ★   | very beautiful                |
| ★ ★ ★ ★ | supremely beautiful           |
| •       | suitable for home garden only |
| • •     | good local cut-flower         |
| • • •   | very good cut-flower type     |
| • • • • | excellent cut-flower type     |

**Abu Hassan** ★ ★ ★ (378) (K. & M., 1946) (80 days) This rich indigo "blue" is without competition in its color class. One or two spikes in a mixed bouquet add color to the others. It completes the color circle. It is welcomed by the florists because they have been starved for this color. Deserves being in everyone's collection. One of the deepest, richest tones. Buds are jet black.

(L 2-.30; 10-1.20) (M 2-.20; 10-.80) (S 10-.40) (Blbts. Pkg. .30)

**Algonquin** ★ ★ — (436) (Palmer, 1939) (80 days) (Picardy x Com. Koehl) A bright scarlet that has proved its worth for both exhibition and cutting. Opens 8 rather triangular florets on tall straight stems.

(L 3-.25; 10-.70)

**A. L. Stephen** ★ ★ ★ ★ (433) (Winsor, 1942) (85 days) (Alpheus seedling x Picardy) After two years' trial we are convinced that impressive A. L. Stephen has been a forgotten glad. It is certainly one of the very best blotched varieties. Not as formal a spike builder as Connecticut Yankee but more dramatic and richer in color. Its warm salmon is strikingly punctuated with a deeper salmon-red blotch. An ace in the field, and a treasure in your heart. Pictured on page 16.

(L 1-.25; 10-2.00) (M 1-.20; 10-.50) (S 1-.15; 10-1.00) (Blbts. 10-.15)

**Annamae** ★ ★ — (400) (Pommert, 1940) (70 days) (Open pollinated Maid of Orleans seedling) We consider Annamae one of the best early white glads. Snowy, crystalline, tall and vigorous. Reliable.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Arethusa** ★ ★ ★ (416) (Fischer, 1937) (70 days) (Brightside x Rosemarie Pfitzer) Immaculate ruffled Arethusa is a headliner in the pastel shades, being closest to buff in color value. The intense frilling and subtle color are happily combined with excellent growing habits. A "first early" that does its best at the beginning of the season. Similar to Sunspot, but livelier in color. Arethusa was one of our leading sellers last year. Pictured on Page 16.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



**Beauty's Blush**



**Better Times**

**Aureole** ★ ★ ★ ★ (410) (R. Pruitt, 1948) (80 days) A richly ruffled medium yellow of unusual character and distinction. Exceptionally heavy substance. Destined to become a connoisseur's favorite. Excellent make-up variety.  
(M 1-.50; 10-4.00) (S 1-.30; 10-2.50) (Blbts. 10-.30)

**Autumn Gold** ★ ★ ★ (412) (Fischer, 1943) (90 days) (From Prestgard strain) Aptly named! Its deep golden color makes it a favorite with us for autumn cutting. Not a tall variety but can be cut to the ground without injuring foliage so that when cut its height compares well with other varieties. A favorite for make-up work and stunning in bouquets. The arrangements my sister makes of it seem to light up the entire room with a golden glow. Excellent grower.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Badger Beauty** ★ . . . (466) (Krueger, 1941) (85 days) (Minuet x Bagdad) A tall commercial lavender that opens exceptionally well in water. Badger Beauty has a fine color but an uninteresting form.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Beauty's Blush** ★ ★ ★ ★ (440) (Fischer, 1947) (75 days) (Margaret Beaton x Choice Seedlings) Beauty's Blush is an achievement in color, style, and vigor. The name speaks of a cool, soft blushing color. Seven or eight five-inch recurved florets come precisely arranged on tall stiff flowerheads. Its florets will be crisp and fresh for cutting when most varieties are dazed by the afternoon sun. Opens well in water. One of the last varieties to wilt when out of water. Beauty's Blush is one of the most refreshing, blushing shades in the gladiolus kingdom and one of my favorites. We had quantities of breath-taking Beauty's Blush last summer. I am more enthusiastic about it than ever. Pictured on page 14 and back cover.

(L 1-.50; 10-3.50) (M 1-.35; 10-2.50) (S 1-.20; 10-1.75) (Blbts. 10-.25; 100-2.00)

"Beauty's Blush will go over big when well known."

—J. Elton, Carter, Iowa

"Just a line to let you know how well your Beauty's Blush performed last year. It was my best new one in a field of many."

—Herman Cappel

"We consistently grow big, beautiful Beauty's Blush. Largest, tallest thing in our garden this year."

Mr. and Mrs. Al Ambrosion, Michigan

**Better Times** ★ ★ ★ (376) (K. & M., 1946) (70 days) The most beautiful light "blue" gladiolus. Seen at twilight or in the shade, Better Times looks as blue as any iris. Has the cleanest color of any "blue" with a deep violet throat marking tipped with white. Stock of this variety is very scarce as a result of the originators' throwing away their bulbs since it did not do well in Holland. Performs wonderfully here. Some connoisseurs have proclaimed this one of their ten favorite glads. Pictured on page 14.

(L 1-.25; 10-2.00.)

**Betty's Choice** ★ ★ ★ (362) (J. W. Harris, 1945) (90 days) (Mrs. T. E. Langford x Emile Aubrun) Betty chose this light rose with silver picotee edge because it is stunning in arrangements, the color mixes well with other flowers and it grows well in her garden. Lighter than Chamouny, it won a place in our hearts last summer too. Pictured on page 16 and on the back cover.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 2-.30; 10-1.00) (Blbts. 10-.25; 100-2.00)

**Big Top** ★ . . . (541) (Rich, 1942) (75 days) (Picardy x Truly White) If you like 'em big, buy Big Top! Big Top is a size merchant that forgot to stock grace of line and purity of color. A robust, willing grower that cuts well from small bulbs. Opens five or six blooms which may be seven inches across. Color is a light pink with deeper marking in the throat.

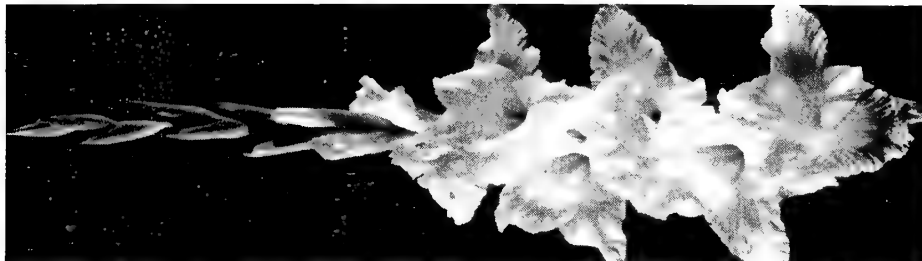
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Birch Red** ★ ★ ★ ★ (552) (Rich, 1945) (90 days) (Picardy X (Morocco x Superior)) Birch Red presents a tall, commanding, double-row spike with six round, broad-petaled florets open at once. The color is a rich, radiant red with a burnished sheen, deeper in tone than most reds, yet not a maroon. An inch or two of additional flowerhead might be desired, but the flower is otherwise so superlative in quality that a slight defect is readily overlooked. Rugged (has been grown six feet tall). Prolific. Here to stay awhile.

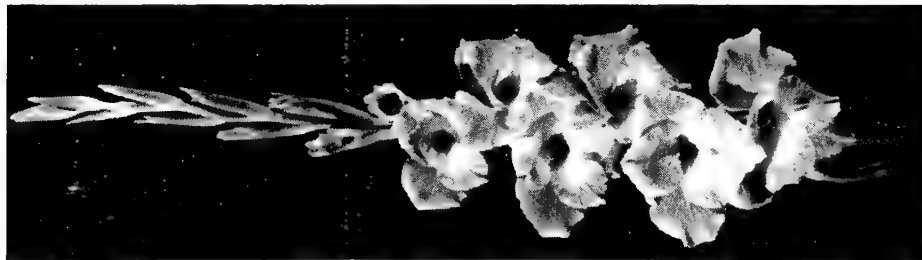
(L 1-2.00; 10-15.00) (M 1-1.25; 10-8.00) (S 1-.75; 10-5.00) (Blbts. 2-.25; 12-1.00)



**A. L. Stephen**



**Arethusa**



**Betty's Choice**



**Blessed Damozel**



**Burma**



**Connecticut Yankee**



# NOWETA GARDENS

ST. CHARLES, MINNESOTA



Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or St. \_\_\_\_\_ Date \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

When Ship \_\_\_\_\_ If We Are Out of What You Order Shall We—  
( ) Refund ( ) Substitute Nearest Size ( ) Substitute Nearest Variety

| Quantity | Size | Variety    | Price |  |
|----------|------|------------|-------|--|
| 1.....   |      |            |       |  |
| 2.....   |      |            |       |  |
| 3.....   |      |            |       |  |
| 4.....   |      |            |       |  |
| 5.....   |      |            |       |  |
| 6.....   |      |            |       |  |
| 7.....   |      |            |       |  |
| 8.....   |      |            |       |  |
| 9.....   |      |            |       |  |
| 10.....  |      |            |       |  |
| 11.....  |      |            |       |  |
| 12.....  |      |            |       |  |
| 13.....  |      |            |       |  |
| 14.....  |      |            |       |  |
| 15.....  |      |            |       |  |
| 16.....  |      |            |       |  |
| 17.....  |      |            |       |  |
| 18.....  |      |            |       |  |
| 19.....  |      |            |       |  |
| 20.....  |      |            |       |  |
| 21.....  |      |            |       |  |
| 22.....  |      |            |       |  |
|          |      | TOTAL..... |       |  |

| Quantity | Size | Variety                     | Price |  |
|----------|------|-----------------------------|-------|--|
|          |      | Amount Brought Forward..... |       |  |
| 23.....  |      |                             |       |  |
| 24.....  |      |                             |       |  |
| 25.....  |      |                             |       |  |
| 26.....  |      |                             |       |  |
| 27.....  |      |                             |       |  |
| 28.....  |      |                             |       |  |
| 29.....  |      |                             |       |  |
| 30.....  |      |                             |       |  |
| 31.....  |      |                             |       |  |
| 32.....  |      |                             |       |  |
| 33.....  |      |                             |       |  |
| 34.....  |      |                             |       |  |
| 35.....  |      |                             |       |  |
| 36.....  |      |                             |       |  |
| 37.....  |      |                             |       |  |
| 38.....  |      |                             |       |  |
| 39.....  |      |                             |       |  |
| 40.....  |      |                             |       |  |
| 41.....  |      |                             |       |  |
| 42.....  |      |                             |       |  |
| 43.....  |      |                             |       |  |
| 44.....  |      |                             |       |  |
| 45.....  |      |                             |       |  |
| 46.....  |      |                             |       |  |
| 47.....  |      |                             |       |  |
| 48.....  |      |                             |       |  |
| 49.....  |      |                             |       |  |
| 50.....  |      |                             |       |  |
| 51.....  |      |                             |       |  |
| 52.....  |      |                             |       |  |
| 53.....  |      |                             |       |  |
| 54.....  |      |                             |       |  |
|          |      | Total Amount.....           |       |  |

**Black Opal** ★ ★ (454) (Errey, 1936) (90 days) (Morocco x Lucifer) A popular dark red that opens nine or ten round florets on tall spikes. A favorite with garden visitors.

(L 2-.30; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

**Blessed Damsel** ★ ★ ★ ★ (440) (Baerman, 1944) (85 days) (New Era x Shirley Temple)

"The blessed damsel leaned out  
From the gold bar of heaven;  
Her eyes were deeper than the depth  
Of waters stilled at even;  
She had three lilies in her hand,  
And the stars in her hair were seven."

A damsel, graceful in line and morning-fresh in color. The pleasing shade of melting pink was a florists' favorite last summer. It is a prolific glad, blooms well from small bulbs, and performs well in the field. Large bulbs are not handsome—but what a lovely flower! Pictured on page 16 and on back cover.

(L 2-.30; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

**Blue Beauty** ★ ★ (376) (Pfitzer, 1936) (70 days) The best cheap light blue. A good old-reliable. Not as clear as High Life or Better Times but still worthy.

(L 10-.80) (M 10-.40)

**Blue Lagoon** ★ (478) (Geo. Snyder, 1946) (70 days) (Milford x Maid of Orleans) The so-called "blues" as a group are inbred, the color usually being achieved only by line breeding. Since they are generally rather weak growers, the tall vigorous growth of Blue Lagoon struck a pleasing note with us last summer. The color is smooth, shading lighter in the upper throat, but the tone impressed us as a bit somber. However, Blue Lagoon fills a distinct need in a weak color class.

(L 1-1.50; 10-12.00) (M 1-1.00; 10-8.00) (S 1-.75; 10-6.00) (Blbts. 5-.50)

**Boulogne** ★ ★ ★ (562) (Salman, 1947) (85 days) Boulogne is here to stay awhile. The color of this Holland origination is a clear wine-red that is quite rare in gladiolus. Good plant habits. Though we bloomed this from only small bulbs, we were quite impressed.

(M 10-.80) (S 10-.40) (Blbts. Pkg. .35)

**Brightside** ★ ★ ★ (324) (Frestgard, 1934) (65 days) Tho an old variety, Brightside still wins favor when well grown. It is a sprightly, heavily ruffled bittersweet orange with a large golden throat. It has a dancing lilt, cheers one up, makes one look on the bright side of things!

(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. .20)

**Buckeye Bronze** ★ ★ ★ (490) (Wilson, 1940) (90 days) (Picardy x Aflame) Buckeye Bronze strikes the unusual in a bronzy copper tint. These autumn tones are superb in home arrangements! Just the color for an old-fashioned fireplace or rich mahogany table. It is unique in color and pleasing in form, with a style and grace all its own. We feel we have missed something by not offering this before.

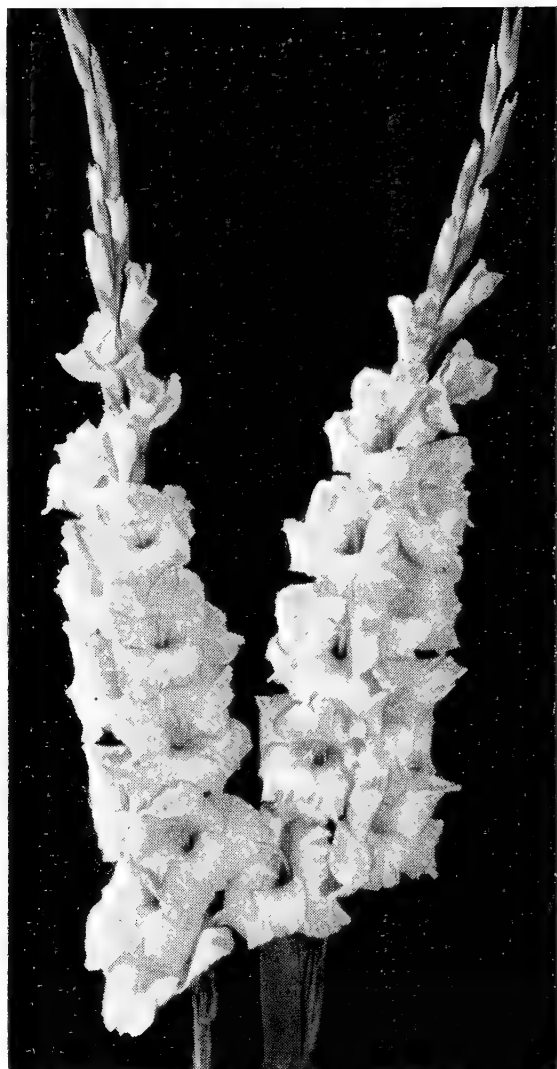
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.35) (Blbts. Pkg. .20)

**Burma** ★ ★ ★ ★ (562) (Palmer, 1943) (85 days) (Premier Henry x King Lear) Burma ranks among the gladiolus greats. Broad ruffled florets of rose-red velvet are harmoniously composed on tall substantial stems. A rich, radiant rose heart adds to the beauty of coloring. Deserves to be in every garden. A row of well-grown Burma is positively out of this world—a fabulous dream come true. Pictured on page 16.

(L 1-.15; 10-1.25) (M 2-.20; 10-.75) (S 10-.40) Blbts. Pkg. .30)

**Casablanca** ★ ★ (400) (Majeski, 1944) (95 days) Casablanca is a tall ruffled creamy white that wins favor for late cutting. It opens 6 to 8 florets on towering spikes.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Spic and Span

#### A FEW KIND WORDS FROM OUR CUSTOMERS

**Pennsylvania:** "I got a first for you on White Christmas at the Lebanon, Pa. show yesterday. If it had been open just a little bit more, would probably have had a few more ribbons hanging on it. They all said it could easily be 2nd day champ."—Beulah Fortnam.

**New York:** "Wedgwood was adorable and Poet's Dream about the most beautiful in the patch which included over 1200 varieties."—I. H. Houston.

**Iowa:** "I'm thrilled with Wedgwood especially, the cutest little beauty in the whole glad world."—Foss Heaton.

**South Carolina:** "You were very generous in filling my order and I want you to know that I appreciate it very much. All bulbs are of good size and appear healthy, as I have learned is characteristic of your stock."—R. M. Dacus, M.D.

**Michigan:** "I want you to know that your gladiolus were the best quality I ever bought anywhere. The descriptions in your catalog are almost 100% correct as far as performance of each variety is concerned. The mixture you sent was truly a delight to behold and every bulb produced a nice flower spike."—Mrs. A. G. Kalvin.

**Massachusetts:** "I received my bulbs on "Friday the Thirteenth" of this month and all bulbs were in perfect condition. Thanks for the overcount and extras. When it comes to putting in extras, you sure are Santa Claus."—Charles J. Vincent.

**Mich.:** "Just a line to tell you that I'm glad all hybridizers do not measure beauty with a yard stick. So many people think a glad is not beautiful unless it is in the "500" class. How they can look at glads like Wedgwood and Poet's Dream and still feel that way puzzles me."—Fred Fillmore.

**Chamouny** ★ ★ ★ (460) (Baerman, 1938) (85 days) (Red Lory x Picardy) in Switzerland, this glad has a color which suggests the rose drift of a peach orchard at the foot of a snowy mountain peak. The silver picotee edge is intriguing. Chamouny sometimes grows short, but lots of water will overcome this deficiency. Pictured on back cover.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

**Chief Multnomah** ★ ★ (480) (Ellis, 1935) (85 days) A chocolate-brown smoky with a striking red blotch. We have cut quantities of this richly colored glad for the florists who usually shun smokies. Does well in dry weather; makes beautiful bulbs. Needs to be cut as the first floret opens as the plants like to lop over in the field.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**China Maid** ★ ★ (432) (Fischer, 1944) (85 days) (Picardy x Betty Nuthall seedling) A tall glowing salmon offset by a bright yellow throat. A beautiful color and a flower that will thrive even in hot, dry weather.

(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. .20)

**Connecticut Yankee**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (441) (Schenetsky, 1944) (90 days) Connecticut Yankee has an enviable show record. It has a propensity for making tall formal spikes with many florets in a double-row arrangement. A light pink with a small orange-scarlet blotch. Slow propagation restricts its commercial value.

(L 1-1.00) (M 1-.75) (S 1-.50; 10-4.00) (Blbts. 10-1.00)

**Corona**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (560) (Palmer, 1940) (80 days) (Picardy x Miss New Zealand) Corona has 6 or 7 large creamy white saucers on giant spikes. A corona of rose-pink encircles a large immaculate cream throat. Very prolific. Bulbs are subject to disease but our stock comes from an unusually healthy strain.

(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. .20)

**Crinkle Cream**  $\frac{\star \star}{\bullet \bullet}$  (410) (Ellis, 1940) (86 days) Crinkle Cream is a ruffled light yellow of distinct enamelled sheen. Florets are round and wide open. It sat on the bench here last summer.

(L 2-.25; 10-1.00) (M 2-.20; 10-.80) (S 10-.40) (Blbts. 25-.25)

**Cupid**  $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$  (300) (Fischer, 1949) (70 days) (Lavender and Gold X (Picardy x Maid of Orleans)) New ruffled white cream throat. Described in full on page 2. Pictured on pages 4 and 10.

**Daisy Mae**  $\frac{\star \star}{\bullet \bullet \bullet}$  (521) (Lins, 1945) (90 days) (Rio Rita x Seedling) Tall, husky, prolific Daisy Mae has won its way as a commercial. Not a style queen but a constant doer in the field. Bulblets ripen off early for us. Six or seven round orangy salmon florets will open on extra-long flowerheads. Pictured on page 22 and on back cover.

(L 1-.35; 10-2.50) (M 2-.25; 10-1.00) (S 3-.25; 10-.70) (Blbts. 10-.35; 100-2.00)

Easily  
One of the  
Finest  
of All Pinks  
Is  
Gorgeously  
Ruffled,  
GENGHIS  
KHAN





F  
R  
I  
E  
N  
D  
S  
H  
I  
P



F  
R  
E  
E  
D  
O  
M



**Destiny** ★ ★ ★ (536) (Butt, 1943) (85 days) (Kassel x Beacon) Flaming, fiery  
Destiny waved its flag in our trial gardens last summer. It  
opened 4 or 5 huge scarlet flaglets on tall spikes for us. The throat petals are marked with  
broad white lines.  
(M 10-.50) (S 10-.25) (Blbts. Pkg. .30)

**Dieppe** ★ ★ ★ (432) (Hassall, 1945) (85 days) Dieppe has been a favorite of  
mine for its mellow richness of color. About six lightly waved,  
radiant, salmon-scarlet florets open on a stem of average height. An all-around good glad—  
one of the best to come out of Canada. Has excellent habits and should be in every  
collection.  
(L 1-.20; 10-1.60) (M 2-.30; 10-1.25) (S 2-.20; 10-.80) (Blbts. Pkg. .35)

**Discovery** ★ ★ ★ (511) (Baerman, 1943) (70 days) (Arethusa x Carioca) A  
tall heavily ruffled light yellow with a distinctive red star  
in the throat. It is certainly the best blotched yellow in the 500 series. A smooth glistening  
color with extra-heavy petal substance. A good early cutter. Sensitive to dry weather..  
(M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Donna** ★ ★ ★ (416) (D. S. Pruitt, 1940) (95 days) (Wasaga x Shirley Temple)  
Donna is a lovely, ruffled golden-buff. Quite an improvement on  
the older Wasaga. We have always liked tall, richly toned Donna. Fine for late cutting.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Dusty Miller** ★ ★ ★ (486) (Elliot, 1945) (85 days) (Rosemarie Pfitzer x  
Vagabond Prince) A dusty light chocolate with a light  
cherry blotch and cream pencilling. Excellent grower in the field; will be grown in consid-  
erable quantities. One of the leading new smokies. Pictured on page 22 and on back cover.  
(L 1-.25; 10-2.00) (M 2-.30; 10-1.25) (S 2-.20; 10-.70) (Blbts. Pkg. .35)

**Elizabeth the Queen** ★ ★ ★ (566) (White, 1941) (85 days)  
(Sheila x Gloriana) X Salbach's  
Orchid) Elizabeth the Queen opens 6 or 7 beautifully ruffled, somewhat needlepointed florets  
on an 18 bud spike. Color is an exquisite lavender with a peach glow in the throat. Plants  
are about four feet tall. Usually comes knee-high for us so we have discarded our entire  
stock and secured bulbs from a leading grower who is famous for his "Lizzies". Superla-  
tively beautiful when well-grown.  
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. .25)

**Ethel Cave Cole** ★ ★ ★ (440) (Cave, 1941) (75 days) (Maid of Orleans x  
Picardy) Compared to Friendship, for instance,  
Ethel Cave Cole is like a comely milkmaid beside a party-dressed princess; but this buxom,  
pink-cheeked peasant lass is goodnatured and willing, and will perform well for you.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Eureka** ★ ★ ★ (500) (Fairweather, 1948) (90 days) (Sport of Picardy) Named  
after the famous exclamation of Archimedes when he discov-  
ered one of the first principles of physics ("I have found it!"), this glad won a place on our  
Season's Honor Roll as well as a grandchampionship at the Minnesota Gladiolus Show last  
summer. A rich creamy white, Eureka is as pure and crystalline as if cast in melted wax.  
This Picardy sport is the best behaved of all the white sports of Picardy with us. Pictured  
on page 22 and on back cover.  
(L 1-1.25; 10-10.00) (M 1-.75; 10-6.00) (S. 1-.50; 10-4.00) (Blbts. 2-.35; 10-1.50)

**Evangeline** ★ ★ ★ (560) (Palmer, 1948) (90 days) (Greta Garbo x Eliza-  
beth the Queen) Fine light pink that has been the sen-  
sation of many a flower show. Color is a warm light pink, not a rose; hence this glad  
should be in the 540 class instead of 560, as now classified. Evangeline's huge florets are  
sometimes misplaced. Husky grower, moderate propagator with us. Our large bulbs,  
which were grown from young bulbs are big as turnips—all set for grand championships.  
\$5.00 any size bulb. With each bulb purchased 12 bulblets may be had for \$5.00 additional.  
No bulblets sold separately.

**Fabulous** ★ (443) (La Salle, 1946) (85 days) Fabulous seems to be headed  
for the commercial brackets. Its rich salmon color is accen-  
tuated by a large rosy blotch edged with cream. Pictured on page 22.  
(L 1-1.00; 10-7.00) (M 1-.60; 10-4.00) (S 1-.40; 10-3.00) (Blbts. 3-.25; 10-.60)



**Daisy Mae**



**Dusty Miller**



**Eureka**



**Fabulous**



**Gaylore**



**Gratitude**

**Firebrand** ★ ★ (452) (Butt, 1944) (85 days) (Hindenburg's Memory X (Com. Koehl x Picardy) A medium red, slightly deeper in the throat which is also marked with a white line. Opens 6 to 8 bright florets on a plant of about medium height. Popular.  
(L 2-.30; 10-1.20) (M 1-.20; 10-.80) (S 10-.50) (Blbts. Pkg. .25)

**Florence Nightingale** ★ ★ ★ ★ (400) (Harris, 1947) (80 days) (Mrs. T. E. Langford x Pfitzer's Triumph) Florence Nightingale won our whole-hearted approval last summer and was deemed the best recent introduction in our trial grounds. Six to eight crisply cut, ruffled white florets are precisely arranged on tall, tapering flowerheads. Produced good marketable spikes from small bulbs. Bulblets made excellent growth; many of them bloomed. Prolific. A sure-fire commercial and a connoisseur's delight. A poem in sculptured snow-white alabaster. Pictured on page 31 and on back cover.  
(L 1-1.00; 10-8.00) (M 1-.60; 10-5.00) (S 1-.40; 10-3.00) (Blbts. 4-.25; 25-1.25)

**Friendship** ★ ★ ★ ★ (440) (Fischer, 1949) (70 days) (Picardy x Maid of Orleans) X (Gloaming x Seedling) New ruffled pure pink with creamy throat. Described in full on page 1. Pictured on front cover and on pages 4, 20 and 35.

**Freedom** ★ ★ ★ (401) (Fischer, 1949) (75 days) (Angelica X (Sweetheart x Incense) New ruffled white with rose throat blotch. Described in full on page 1. Pictured on inside front cover, pages 4, 20 and on back cover.

**Gaylore** ★ ★ ★ (432) (Harris, 1944) (80 days) (Picardy x Maid of Orleans) Not a Hollywood star but a good dependable work horse! Gaylore fills the bill for the grower of cut flowers. The spikes of this cream-blotched light salmon are like peas in a pod. You can cut every one. Does well from small bulbs. Needs to be seen in quantity to be fully appreciated. We like Gaylore. Pictured on page 22.  
(L 2-.25; 10-1.00) (M 10-.70) (S 10-.40) (Blbts. Pkg. .30)

**Genghis Kahn** ★ ★ ★ ★ (432) (Sheer, 1941) (80 days) (Mrs. P. W. Sisson x Com. Koehl) X Picardy) One of the two or three finest salmon glads—a rival of Spic and Span—Genghis Khan bears the distinction of being one of the most heavily substantanced and most intensely ruffled glads in existence. See picture on page 19 and on back cover. We cut quantities of excellent spikes of it from mid-season until late from No. 6 bulbs. It opens 5 or 6 waxy florets on a well-proportioned spike. Color is a uniform rich salmon with no markings. Sensationally beautiful. Should be in every garden.  
(L 1-.20; 10-1.50) (M 2-.30; 10-1.00) (Blbts. Pkg. .35)

**General MacArthur** ★ ★ ★ (441) (Hatch, 1943) (70 days) (Marleen x Picardy) A tall-growing light salmon-pink that fills the bill for early cutting.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Gerry** ★ ★ ★ (400) (Hatch, 1946) (70 days) (Arethusa x Marleen) The ruffles of immaculate Gerry remind one of crisp white lace. It has a frosty sheen as if covered with stardust. This ethereal flower seems ashamed of its heavenly message as the florets are prone to hang their heads. Excellent growing habits.  
(L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. Pkg. .25)

**Gleam** ★ ★ ★ (410) (Fischer, 1946) (75 days) (Autumn Gold x Arethusa) Gleam comes loosely attached and doesn't open very well in water. In spite of these faults it was one of our most beautiful yellows again last summer. A rival of Aureole in stylishness of ruffling. Its substance is reminiscent of carved ivory. Translucent and glistening in sheen. Though a light yellow, its color is smooth and rich. Decidedly heat and drouth resistant. An honest grower. Ideal for local use. A fancier's favorite.  
(M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Goldenheart** ★ ★ ★ (430) (Fischer, 1940) (100 days) (Picardy x Betty Nut-hall Seedling) A rich salmon that blends to a large golden throat. Suede texture. Exceptionally vigorous grower. Excellent for late cutting.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

## Glads in Home Decoration



**ABOVE:** Tiny STARLET Is Ideal for Table Decoration  
**BELOW:** Yours Truly Admires a Vase of STARLET





**ABOVE:** A Neighbor Enjoys a Basket of **ORANGE GOLD**.  
**BELOW:** **VELVET MANTLE** Adorns a Fireplace in Summer.

**Goldenstate** ★ — (512) (Wheeler, 1942) (95 days) (Picardy x Golden Goddess) A tall exhibition yellow that is rather plain in form. Took a year's vacation here. It is reminiscent of Golden Goddess but the color is not so pure as that of that once-famous variety.

(L 1-.20; 10-1.50) (M 2-.30; 10-1.00) (S 10-.40) (Blbts. Pkg. .35)

**Gratitude** ★ ★ ★ — (424) (Fischer, 1946) (70 days) (Amrita x Arethusa) A beautifully ruffled medium orange with a small yellow throat blotch. Opens 5 to 6 florets on a long flowerhead. Its exceptionally tall graceful spikes and lovely color make it a delightful basket flower. See picture below. Gratitude has a high order of beauty, is a rugged grower, does not crook, and makes plump, handsome bulbs. I consider Orange Gold and Gratitude the two leading oranges on the market today, Gratitude being much the earlier. Individual spikes are pictured on page 22 and on the back cover.

(L 1-.20; 10-1.50) (M 3-.35; 10-1.00) (S 3-.20; 10-.60) (Blbts. Pkg. .30)

"Gratitude—very lovely—one of the best oranges for all-around use. Spikes 58 inches tall, 16 to 17 buds, 26 to 27 inch flowerhead, with 5 to 5½ florets. Grew well for us both in '47 and '48."—Charles T. Larus, Connecticut.

"Forgot to tell a story about Gratitude. I took one spike to the state show at Waterville (75 miles) on the hottest day of the year (99°), but somehow it got shuffled to the bottom of the box and looked much too limp to put on the table in the few minutes left. It stayed in the car in the sun all afternoon. Finally, after we got home that night, I put it in water. Well, I'm positive it would have taken a blue ribbon anywhere next morning. It has better recuperative power than any other glad in my garden of 135 varieties."—Cecil Reynolds, Maine.

"Gratitude and Poet's Dream were outstanding—will be getting more."—A. J. Amsler, Iowa.

**GRATITUDE, a Richly Ruffled Orange, Blooms Weeks Earlier Than Orange Gold**



**Hawkeye Red** ★ ★ ★ (450) (Heaton, 1944) (85 days) (Sport of Vagabond Prince) A rich glowing scarlet-red that makes tall, stately spikes. Robust foliage. Opens well in water. A popular commercial.  
(L 3-.25; 10-.70) (M 10-.40)

**Heavenly White** ★ ★ (400) (Moses, 1944) (70 days) (Sport of Rosa van Lima) A blue white rather than the usual ivory or cream white. Because of this fact it blends delightfully with the cool color range: rose, lavender and violet. Thus it fills a long-felt need in arrangements. More robust than its parent. We plan to grow this in quantity.  
(L 2-.30; 10-1.20) (M 3-.25; 10-1.70) (S 10-.40) (Blbts. Pkg. .25)

**High Life** ★ ★ (476) (K. & M., 1946) (70 days) A new light "blue" that has been winning popular favor. Smooth color with an inconspicuous throat mark. Excellent for early cutting.  
(L 1-.20; 10-1.50) (M 2-.30; 10-1.00) (S 10-.60) (Blbts. 20-.35)

**Huntress** ★ ★ (466) (Jack, 1945) (75 days) (Rose Delight x J. S. Bach) A light pinkish lavender that has won a place as an early cut-flower. We have found it regular in performance but inclined to fleck unless bloomed indoors. A sturdy sort, but not a style queen. Dressed for the hunt, not for the opera.  
(L 1-.40; 10-3.00) (M 1-.25; 10-2.00) (S 1-.20; 10-1.50) (Blbts. 10-.20; 100-1.20)

**Invictus** ★ ★ (441) (Pacific Bulb Co., 1942) (70 days) (Picardy x Zauberflote) Invictus is correctly classified as a blotched light pink but passes as a white with the florists. We are through cutting this tall, rugged grower by the time other early whites like Annamae and Snow Princess come on. Invaluable for the early cut-flower grower.  
(L 3-.25; 10-.70) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

**Jeanie** ★ ★ ★ (430) (D. S. Pruitt, 1941) (85 days) Everyone loves the fresh, alluring rich pink color of Jeanie—a color rarely equalled in other flowers. Try making it up in a bouquet all by itself. Good tall grower; excellent field habits.  
(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. 20)

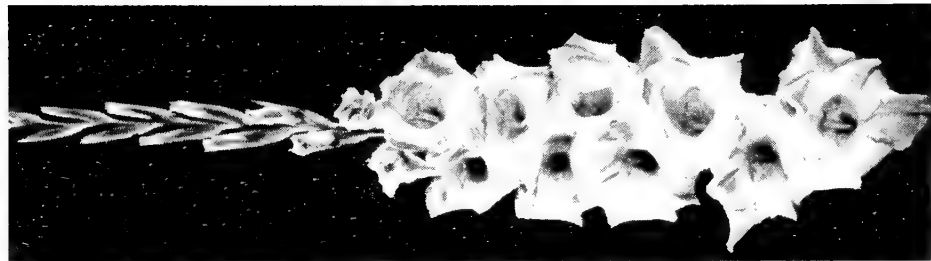
"Jeanie grows magnificently here."—C. J. Reynolds, Maine.

**June Day** ★ ★ (441) (Roberts, 1946) (65 days) (Sonatine x Schwaben Girl) June Day enters the list because of its earliness. One of the very first to bloom. Fashioned after Sonatine in color and style with a small cherry throat added. A beautiful shade of pure pink. Fine tall cutter.  
(L 1-1.00; 10-8.00) (M 1-.60; 10-4.80) (S 1-.40; 10-3.20) (Blbts. 2-.25; 10-1.00)

**Kelsey** ★ ★ ★ (530) (Yates, 1946) (Picardy sport) Smooth light salmon blending to a creamy throat and midribs. Finer color than Picardy; deeper color than Lady Luck. Retains the distinctive suede texture of its parent. A beautiful pastel which is near the top in its color class.  
(L 1-.75) (M 1-.50) (S 1-.25; 10-2.00) (Blbts. 10-.60)

**King Arthur** ★ ★ (466) (Arenius, 1930) (70 days) The ruffled, needle-pointed rose-lavender florets of this variety vie with orchids in distinctive poise and color. Excellent for corsages. Used with a light yellow such as Ruffled Beauty, King Arthur is enchanting. Introduced at \$100 per bulb; now 3 for 25c.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

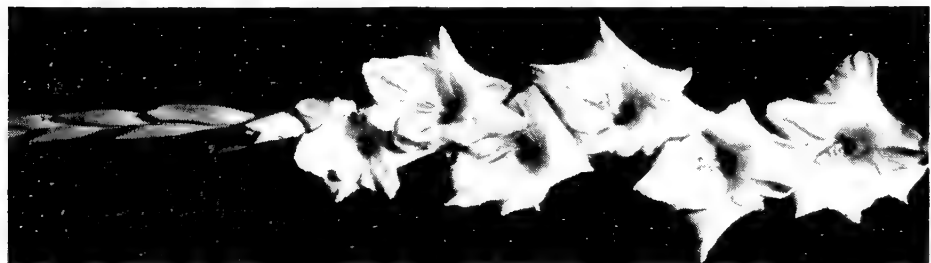
**King Lear** ★ ★ (570) (Palmer, 1938) (75 days) (Ramesses x Picardy) A giant red-purple of heavy substance and rich ruffling. Petals edged in silver. Needlepointed in style. Beautiful and striking in the garden or in baskets.  
(L 3-.25; 10-.70) (M 10-.40)



Phantom Beauty



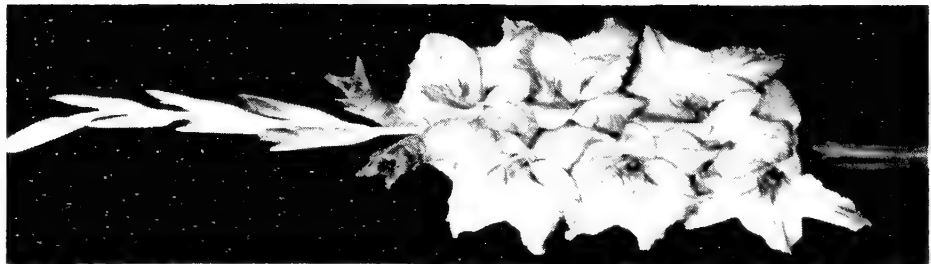
Pactolus



Orange Gold



Leading Lady



Lavender Prince



Lancaster

**Lady Jane** ★ ★ — (406) (Lake, 1941) (85 days) (Golden Measure x Belinde) X (Maid of Orleans x Picardy) A standard cream with a golden throat which opens 6 or 7 round formally placed florets. A favorite with the florists and one of the most useful the home gardener could have to blend with other colors. (L 3-.25; 10-.70) (M 10-.40)

**Lady Luck** ★ ★ ★ (540) (H.H. Harris, 1944) (85 days) (Sport of Picardy) Loved by most men! She's tall, she's a blonde! (L 1-.20; 10-1.50) (M 2-.30; 10-1.25) (S 3-.25; 10-.70) (Blbts. Pkg. .25)

**Ladrone** ★ ★ ★ (433) (Palmer, 1947) (Picardy x Gate of Heaven) Very deep salmon blending to a large yellow throat. An extraordinarily tall variety opening about eight blooms, which, although plain petalled, possess a chiselled perfection of form. (L 1-.75) (M 1-.50; 10-4.00) (S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

**Lancaster** ★ ★ ★ ★ (470) (Palmer, 1944) (85 days) (Minuet x King Lear) An enchanting silky true purple that is our choice for the best in its class. We love it for its rich depth of color. Makes small bulblets, but they all seem to grow. You'll love lustrous Lancaster. Mrs. John A. Swanson, Montana, writes, "I used an arrangement in an oyster-white, shell-shaped vase of Lancaster and Lavender Prince for a dress-shop window. A couple of suits in harmonizing colors, with a very few accessories, were included—the whole window captioned, 'Featuring Fuchsia.' The entire effect was stunning—and so different! I believe the decorative value of these darker glads is being largely overlooked. P.S. Both the suits were sold, and they reported a flood of calls for that particular color immediately following, which they attributed entirely to the drawing power of that window display." Lancaster is pictured on page 28 and on the back cover. (L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 2-.25; 10-1.00) (Blbts. 25-.25; 100-.80)

**Lantana** ★ ★ — (420) (Palmer, 1943) (75 days) (Picardy X (Premier Henry x Red Seedling) Colored like the well-known orange and yellow lantana: a rich melting orange blends to a large yellow throat. Very prolific. Rather short of stature but can be very beautiful when well grown. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Lavender and Gold** ★ ★ ★ (366) (Baerman, 1943) (65 days) (Queen of Bremen X (Sweetheart x Rosemarie Pfitzer) A fresh clean light lavender touched with a large creamy yellow throat. Loved by our florists for its adaptability in make-up work; a happy combination with roses; ideal for table bouquets. A "first early" for the cutflower grower. We never have enough of this delicate beauty to supply the demand. Pictured on page 30. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .25)

**Lavender Prince** ★ ★ — (466) (La Salle, 1946) (90 days) (King Arthur seedling) Larger, taller, huskier but not as refined as its famed parent. One of the best lavender commercials. Lavender Prince is an intermediate tone between true lavender and purple—a shade rather rare in glads and very useful. In big demand. Pictured on page 28. (L 1-.20; 10-1.50) (M 10-.70) (S 10-.40) (Blbts. Pkg. .35)

**Leading Lady** ★ ★ ★ ★ (506) (Johnston, 1941) (85 days) (Sport of Picardy) Fast becoming the leading commercial creamy white. One of the most popular glads of the day and deserving of its rank. Has an enviable show record. Illustrated on page 28. (L 3-.35; 10-1.00) (M 3-.25; 10-.70) (S 10-.40) (Blbts. Pkg. .20)

**Lipstick** ★ ★ ★ (441) (Balentine, 1941) (85 days) (Picardy x Schwaben Girl) Prettier than the name indicates. A captivating blend of light and deep pink—fine for a brighter accent with very pale pinks. So useful in arrangements every gardener should have it. An easy grower; very generous with its bulblets. (L 1-.25; 10-2.00) (M 2-.30; 10-1.20) (S 3-.25; 10-.75) (Blbts. 20-.25)





**LAVENDER AND GOLD** Was Acclaimed Second Favorite Lavender  
in the 1948 Canadian Symposium

**Little Sweetheart** ★ ★ ★ ★ (240) (Fischer, 1948) (80 days) (Sweetheart x Myrna) Little Sweetheart is well named, for it is just that. The three and one-fourth inch florets, charmingly poised on fine wiry stems, are simply exquisite. Color is a delicate pink blending to a large snowy throat. Waxy texture and an airy ruffling complete a truly ethereal ensemble. For table decorations and wedding bouquets it is unsurpassed. Plant height is about 36 inches. Fine grower and propagator. Little Sweetheart is happy with roses. Pictured on page 34.

"I was glad to see Little Sweetheart. What a gem of a corsage or table bouquet she's going to make with Starlet."

—A. C. Munz, Minnesota

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00)

**Margaret Beaton** ★ ★ ★ (401) (Twomey, 1937) (85 days) (A cross of two varieties purchased in the Dime Store.) A distinctive pure snow-white with a small bright scarlet blotch in the throat. Spikes are tall. Excellent for baskets. An old favorite.

(L 3-.25 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Margaret Wood** ★ ★ (570) (Marshall, 1947) (80 days) A very large mauve or light purple, somewhat lighter on the midribs with a slightly deeper touch in the throat. The round, plain-petaled florets are very broad and full, and are all too frequently misplaced. We placed a half dozen spikes in a tall vase last summer and Margaret Wood was sensational. It burns very easily in our midwest heat but is superb in a cool climate. Recommended for September blooming. Vigorous plant. Opens very well in water.

(L 1-.40; 10-3.20) (M 1-.30; 10-2.40) (S 1-.20; 10-1.60) (Blbts. 10-.40; 100-3.20)



**Florence Nightingale**



**Wedgwood**

**Mid-America** ★ ★ (550) (Knierim, 1947) (85 days) (Red Charm x Snow Cruiser) Mid-America is huge! Opens up to 10 round, 6 to 7 inch florets, which, however, are so closely set that they overlap each other 50 per cent. Color is a satiny light red with no markings. This immense glad has finer color than most giants, but like most of them is completely listless in form.

(L 1-1.25; 10-10.00) (M 1-.20; 10-1.50) (S 3-.40; 10-6.00) (Blbts. 1-.15, 6-.25, 10-1.20)

**Miss Wisconsin** ★ ★ ★ (460) (Krueger, 1943) (Picardy x Dream O'-Beauty). The old time E. J. Shaylor shows up in the medium rose color of Miss Wisconsin. Dream O'Beauty is an E. J. Shaylor seedling. A first-class exhibition variety that builds an imposing compact spike. Slow propagator.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 3-.40; 10-1.00) (Blbts. 15-.25, 100-1.00)

**Misty Dawn** ★ ★ (580) (Rich, 1941) (95 days) (Picardy x Golden Dream) Appropriately named, since the brilliant orange throat blotch reminds one of the sun rising through the mists of a foggy morning. The large soft gray smoky florets are well arranged on substantial spikes. A smoky which has done well for us.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Mixture** If you do not care to have your varieties labeled, we will mix the colors, which will give you as fine a display as your neighbors'. This unlabeled collection will make an excellent gift and may serve as a revelation to some other flower lover of the pleasure to be had in growing glads as a hobby.

(L 20-1.00; 100-5.00) (M 30-1.00; 100-3.00) (S 100-1.00) (Blbts. ½ pt.-.35)

**Montpelier** ★ ★ (440) (Hatch, 1947) (85 days) Fine performance endeared Montpelier to us. A likely commercial. Extremely robust in growth. Has Picardy written all over its face but is nearer a pure pink than that variety. The originator calls it, "the most outstanding seedling I have raised to date."

(L 1-1.00; 10-8.00) (M 1-.60; 10-4.00) (S 1-.40; 10-3.00) (Blbts. 3-.25; 15-1.00)

**Mt. Index** ★ ★ (401) (Dr. Miller, 1942) (70 days) (Magna Blanca x Maid of Orleans) An ivory white with a yellow—not cream—throat. Tall, rugged, and dependable, even in the heat. Very early. Plain in form but welcome in the garden because of its earliness, good habits, and fine color.

(L 2-.25; 10-1.00) (M 10-.60) (S 10-.40) (Blbts. Pkg. .25)

**New Era** ★ ★ ★ ★ (440) (Ellis, 1935) (95 days) Ruffling, refinement, and exquisite purity of color characterize New Era, and have made it beloved by all who know it. Because of its preeminence in beauty we have resurrected this style queen from the discard, having found a fine healthy stock of it. Writing in a Minnesota gladiolus magazine, Mrs. Sandvick has this to say about New Era: "Now take New Era . . . that lovely, ruffled, gorgeous pink that everyone who sees it in arrangements at my home ooh and aah over. There is a glad for you! That and the newer Snowbank have personality. Beside a spike of New Era, Daisy Mae looks like a brazen hussy! Refined—that's what New Era is!"

(M 10-.50) (S 10-.35)

**Oklahoma** ★ ★ ★ (386) (Wilson, 1945) (90 days) (Jane x Bagdad) Quaint is the word for Oklahoma! She's like a dear little grandmother all dressed up in lavender and old lace. Her dress is of taffeta, fluted and frilled; and she wears cream lace at her throat. She is particularly delightful when surrounded by yellows and I believe she is happiest in cool weather. Once she visits your garden you will love her and want to keep her for a long visit.

(L 1-.40; 10-3.50) (M 1-.30; 10-2.50) (S 1-.20; 10-1.50) (Blbts. 12-.25; 100-1.75)

**Orange Gold** ★ ★ ★ (422) (Marshall, 1945) (85 days) Well named! A color marvel in gleaming, golden orange. Wins instant attention in the florist's show case. Opens 4 to 6 large wide-open florets on very tall spikes. Excellent grower. Don't miss Orange Gold! Illustrated on page 28 and on the back cover.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00) (S 10-.60) (Blbts. 15-.25; 100-.80)

NOWETA GARDENS
ST. CHARLES, MINNESOTA

USE THIS
HANDY
ORDER
FORM

Mr.
Mrs.
Miss (Please Print)

R. F. D. or St. Date

Post Office State

Express Office Amt. Enclosed

When Ship If We Are Out of What You Order Shall We—
( )Refund ( )Substitute Nearest Size ( )Substitute Nearest Variety

Table with 4 columns: Quantity, Size, Variety, Price. Rows 1-22 and a TOTAL row.

| Quantity | Size | Variety                     | Price |  |
|----------|------|-----------------------------|-------|--|
|          |      | Amount Brought Forward..... |       |  |
| 23.....  |      |                             |       |  |
| 24.....  |      |                             |       |  |
| 25.....  |      |                             |       |  |
| 26.....  |      |                             |       |  |
| 27.....  |      |                             |       |  |
| 28.....  |      |                             |       |  |
| 29.....  |      |                             |       |  |
| 30.....  |      |                             |       |  |
| 31.....  |      |                             |       |  |
| 32.....  |      |                             |       |  |
| 33.....  |      |                             |       |  |
| 34.....  |      |                             |       |  |
| 35.....  |      |                             |       |  |
| 36.....  |      |                             |       |  |
| 37.....  |      |                             |       |  |
| 38.....  |      |                             |       |  |
| 39.....  |      |                             |       |  |
| 40.....  |      |                             |       |  |
| 41.....  |      |                             |       |  |
| 42.....  |      |                             |       |  |
| 43.....  |      |                             |       |  |
| 44.....  |      |                             |       |  |
| 45.....  |      |                             |       |  |
| 46.....  |      |                             |       |  |
| 47.....  |      |                             |       |  |
| 48.....  |      |                             |       |  |
| 49.....  |      |                             |       |  |
| 50.....  |      |                             |       |  |
| 51.....  |      |                             |       |  |
| 52.....  |      |                             |       |  |
| 53.....  |      |                             |       |  |
| 54.....  |      |                             |       |  |
|          |      | Total Amount.....           |       |  |





ROSE CHARM Is Ideal for Arrangements

**Oriental Pearl** ★ — (506) (Carlson, 1946) (85 days) (Picardy x Un-  
 . . . known) This giant cream is no glamorous figure-  
 skater but the fat lady of the glad circus. You can have her, I don't want her!  
 (L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Bibts. 10-.40)

**Pactolus** ★ ★ ★ ★ (416) (K. & M., 1947) (80 days) Named from the brook in  
 . . . Asia Minor which was the legendary source of King Croe-  
 sus' wealth, this glad is one of the most unusual in our entire list. Its prominent red blotch  
 reminds one of the setting sun fading to the soft amber of the evening sky. The large  
 florets are beautifully ruffled. Excellent propagator. Pictured on page 28.  
 (Large, \$5.00 each)

**Pandora** ★ ★ ★ (342) (B. Palmer 1940) (85 days) (Paul Pfitzer x H. Kans-  
 . . . leiter) X Picardy) A soft coral, with deeper blotch that is a  
 particularly happy combination. Opens a goodly number on a medium height spike. Has  
 been overlooked by cut-flower growers. We believe in it. Arranges well. A happy grower  
 and spiker.

(L 3-.25; 10-.70) (M 10-.40) (Bibts. Pkg. .20)

**Pastel** ★ ★ ★ (480) (Both, 1942) (95 days) A pastel blend of smoke, rose and  
 . . . velvety grey. Petals are edged with steel blue. I was deeply in  
 love with this unusual blend of colors last summer. Spikes had difficulty standing on  
 their feet, but you'll bring Pastel in the house where you can live with her. Would com-  
 bine well with yellows and rose shades. Plants are generous in growth and propagation.  
 (L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 1-.20; 10-1.50) (Bibts. 10-.30)



**LITTLE SWEETHEART** vies with **Starlet** for top honors among small-flowered glads.

**Utah:** "This was the most liberal filling of an order I have had in my 25 years of growing glads. The bulbs are the best looking I have ever had sent to me."—Lawrence Ridges.

**California:** "I want to thank you for your generosity in filling my order and for the 'gratis' bulbs. Also I will say that of several orders of glads, yours was tops."—T. B. Houghton.

**Tennessee:** "Bulbs arrived in excellent shape and appreciate very much the extras, especially the fine young healthy bulbs of Wedgwood and Beauty's Blush.—John F. Cason, M.D.

**Minnesota:** "All the gladiolus from you did so well, some growing over five feet. Wedgwood, Beauty's Blush, Rose Charm, Blessed Damosel, Better Times, to name some of them, were lovely beyond words.—Stone Sisters.

**Montana:** "Your bulbs are larger and cleaner than any I have ever bought any other place." — A. S. Caudel.

**Virginia:** "I am glad of this opportunity to assure you of my hearty approval of your low price policy on new introductions. An introductory price of \$2.00 on such a wonderful thing as White Christmas surely must be, seems rather small in comparison with the price I, myself, have paid for something new, that many times turned out to be mere duds. This statement, however, is not intended as a knock at anyone. I had my fun even though it was a bit expensive." —W. L. Pearson.

**Phantom Beauty** ★ ★ ★ (540) (Bastian, 1947) (85 days) (Probably a . . . . Heritage seedling) A beautiful pastel pink that opens up to 12 well-attached florets at one time. A hearty grower and propagator that will be welcomed by the grower of cut flowers. Remarkable florescence compensates for the rather plain form of the florets. Pictured on page 28.

(L 1-2.00) (M 1-1.50) (S 1-1.00) (Blbts. 1-.25; 10-2.00)

**Picardy** ★ ★ ★ (530) (Palmer, 1931) (90 days) (Apricot Glow x Emile Aub- . . . . run) With the advent of Picardy, Prof. Palmer brought into the world a gladiolus the like of which had never been seen, one which permitted a great stride forward in breeding. Though its progeny have largely taken its place on the show bench, a well grown spike of Picardy is still a thing to reckon with. This glad produces a massive spike of apricot-salmon. I discarded Picardy a few years ago because of disease but have discovered a strain that has all the qualities of the original. I am glad to offer it to you again.

(L 3-.25; 10-.70) (M 10-.40)

**Poet's Dream** ★ ★ ★ ★ (366) (Baerman, 1946) (85 days) (Gloaming x . . . . Shirley Temple) Poet's Dream is superb in baskets and bouquets. The 4½ inch florets are handsomely ruffled, heavily textured, waxy, round in shape and precisely set on tall strong stems. The clear light lavender blends to a clean, creamy throat. We have had some arrangements that were a Poet's Dream indeed! Introduced without fanfare, this glad has not yet had the distribution it deserves.

Pictured on pages 36, 39 and on the back cover.

(L 2-.25; 10-1.00) (M 3-.25; 10-.50) (S 5-.25; 10-.30) (Blbts. Pkg. .25)

"I thought you might be pleased to know that three spikes of "Poet's Dream" which I exhibited at the Ames, Iowa Gladiolus Show won the division championship in the 300 class."

—Don Henderson, Iowa

"Poet's Dream is really out of this world, it's so delicately beautiful. It has attracted more comment than any other. I keep one in the kitchen window to lend enchantment to lowly dishwashing."

—Mrs. Wm. H. Johnson, Ohio

**Purple Supreme** ★ ★ ★ (470) (Wilson, 1942) (Chas. Dickens x Paul Pfitzer) The rich lustrous color and rank growth make this the supreme purple in the commercial brackets. An out and out commercial while Lancaster can more easily supply the deeper sense of a critic's fancy. The best dry weather glad I know. Superb for baskets. Pictured on page 36.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Radiance** ★ ★ ★ (436) (Butt, 1942) (70 days) (J. S. Bach x Picardy) Radiance is well named because of its radiant vermilion color. About 6 well attached florets are artistically poised on graceful, willowy spikes. Excellent plant habits and earliness of blooming make this a must-have.

(L 1-.25; 10-2.00) (M 10-1.50) (S 10-.70) (Blbts. Pkg. .35)

**Ravel** ★ ★ ★ (477) (K. & M., 1946) (80 days) Ravel is the most generous in its fluorescence of any blue. A smooth medium violet enhanced by a garnet tongue in the throat. Tall, good grower.

(L 1-.50) (M 1-.35; 10-3.00) (S 1-.20; 10-1.50) (Blbts. 10-.25)

**Indiana:** "In Poet's Dream you have something really fine."—Joe Cook.

**New Jersey:** "I liked Beauty's Blush, Spic & Span, Miss Wisconsin. I like large-flowered glads, but Wedgwood was the prettiest glad I've ever seen."—J. E. Delatash.

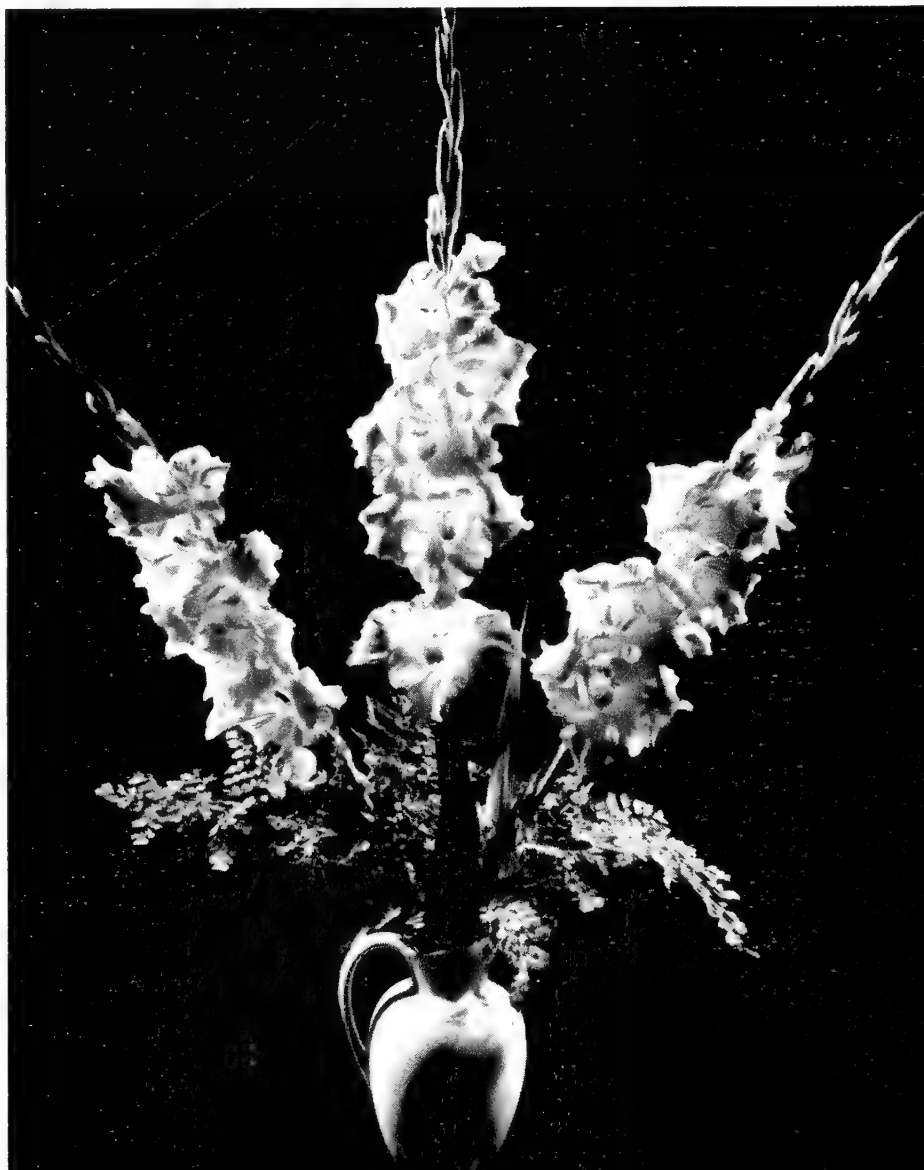
**Illinois:** "The thing that I like best in your catalog is your frank opinion of all varieties, including your own."—K. J. Lindsey.

**Manitoba:** "I like your descriptions and comments especially well . . . Like many others who grow gladiolus, I appreciate getting the real truth."—Margaret L. McCash.

**Oregon:** "I received my glad bulbs in fine shape. I will say they are the nicest bulbs I have ever received."—Marie E. L. Terhune.

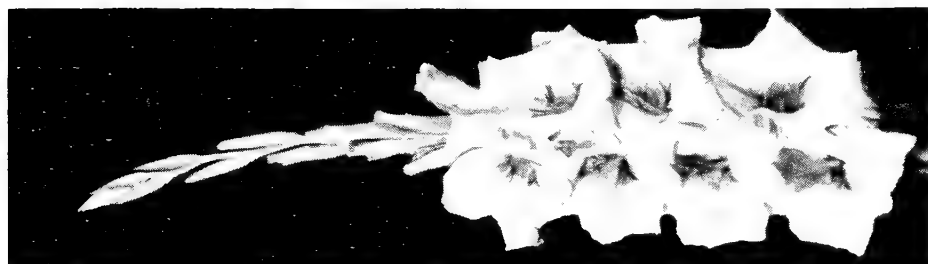
**Iowa:** "I won a third on Lavender and Gold at our Harvest Home show a week ago. There is no class for sizes in this show, so some of the large flowered spikes won. But my Lavender and Gold to my way of thinking was much prettier and had the longest spike of flowers. I myself like the smaller and medium size varieties. It's so hard to fix up a vase of the huge ones."—Mrs. Wallace Y. Mills.

#### FRIENDSHIP Excels in the Element of Charm





**Snow Flurry**



**Rose O'Day**



**Rita Mae**



**Red Rascal**



**Purple Supreme**



**Poet's Dream**

**Red Charm** ★ ★ ★ (452) (Butt, 1939) (80 days) (Com. Koehl x Picardy) With us, King of the Reds, especially among the older varieties. We grew quantities of tall, rich, waxy spikes last summer that would be a delight in anyone's garden. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Red Cherry** ★ ★ ★ (450) (Roberts, 1946) (70 days) (Picardy x Tip-Top) A smooth, bright cherry red with a deeper blotch. Opens 6-7 on tall spikes. Should make an excellent commercial. (L 1-1.00) (M 1-.60) (S 1-.40; 10-3.00) (Blbts. 2-.25; 10-1.00)

**Red Plush** ★ ★ ★ ★ (536) (Baerman, 1943) (70 days) (Picardy x Flaming Meteor) Salmon-scarlet Red Plush was unerringly named for its salient characteristic. It does have the richest, plushiest texture of any glad we know. It's large and it's lovely! It has ruffles! Its florets are so round and full! A producer of fine spikes from small bulbs. Early. Unusually husky in growth—makes large sizes from bulblets. Such beautiful bulbs; such a lovely flower! Only slow propagation has prevented this from being a very famous glad. We are happy to have a fine stock of Red Plush. (L 2-.25; 10-1.00) (M 10-.60) (S 10-.30) (Blbts. Pkg. .35)

**Red Rascal** ★ ★ ★ ★ (550) (Graff, 1945) (85 days) (Picardy X (Baron Munchausen x Beltane) A nicely ruffled bright crimson of heavy substance and fine style. Makes an impressive double-row spike. Makes robust plants that are average propagators. We like Red Rascal. Pictured on page 36. (L 1-1.50) (M 1-1.00) (S 1-.50) (Blbts. 1-.20; 10-1.50)

**Redwing** ★ ★ ★ (536) (Wright, 1948) (85 days) (Seedling x Red Charm) A rich scarlet, shading deeper on the throat petals. Opens a goodly number of slightly ruffled florets on a long flowerhead. Plant habits are fine; opens well in water. In fine repute; may go all the way as a commercial, though our growing experience is too limited to offer a positive statement. (M 1-2.00) (S 1-1.00) (Blbts. 1-.40; 10-3.00)

**Regal Red** ★ ★ ★ (536) (Fischer, 1949) (100 days) (Hindenburg's Memory x Liberator) Giant lustrous scarlet wholly overlaid with a distinct silvery sheen. Described in full on page 3. Pictured on page 3 and on back cover.

**Rita Mae** ★ ★ ★ (450) (Pommert, 1947) (85 days) (Com. Koehl seedling) Rita Mae is a tall, stately coral red that earned a place on our honor roll this past season. The even, 5-foot row that this glad presented in our garden last summer was the answer to a cut-flower grower's prayer! Makes quantities of small blbts. that germinate well. An excellent variety. Pictured on page 36. (L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.20; 10-1.50) (Blbts. 10-.25; 100-1.50)

**Rosa van Lima** ★ ★ ★ ★ (440) (Pfitzer, 1940) (80 days) For its lovely color alone Rose van Lima deserves a place in your garden. It is an exquisite pure pink. Fine grower. A favorite with many. An excellent bouquet glad; combines well with other pastels. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Rose Charm** ★ ★ ★ (360) (Fischer, 1948) (70 days) (Lavender & Gold X (Maid of Orleans x Picardy) She's sweet and dainty! She's just a darling! The color is a particularly pleasing shade of pure crystalline rose with a large dramatic cream throat and midribs. Because its long tapering flowerhead and long slender stem make it unusually apt for basket work we planned to name this new introduction "Basket Rose" but the name was not available. Blooms very early when the color is most welcome. Definitely a rose, not a pink. Very prolific. The picture on page 33 does not do justice to the beauty of this variety. (L 1-.75; 10-5.00) (M 1-.50; 10-3.50) (S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"Rose Charm is quite attractive and one of the best of the 300 size glads. Very slight flecking but still pretty. Was 53 inches tall, 17 buds, 24 inch head, 4¼ inch floret with 5 or more open. Won two 1st prizes (R. I class at NEGS and 2nd day at Conn.) and one 2nd (1st day Conn.) with it. Should normally win its class. Earliness and attractiveness should make it useful."

—Charles Larus, Connecticut



**Rose Delight** ★ ★ (462) (Jack, 1939) (70 days) (Early Rose x Picardy) A medium rose that we have used a lot for early cutting. Smooth suede finish. Dependable. Cuts well from 4's and 5's. Prolific.  
(L 3-.25 10-.70) (Blbts. Pkg. .20)

**Rose O'Day** ★ ★ ★ (560) (Fischer, 1944) (75 days) (Rosemarie Pfitzer x Dream O'Beauty) Distinctive in color, massive in size is lovely, sturdy Rose O'Day. She is just that! Opens 10 large bright rose florets on tall arrow-like spikes. Plants are especially robust and make excellent growth from bulblets. An outstanding commercial. Fills a distinct need in its color class. Pictured on page 36 and on back cover.  
(L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 4-.25; 10-.50) (Blbts. Pkg. .30)

"Rose O'Day has done very well for us. We like its vigorous growth, tall strong stems, and, particularly, its unusual and fine color. It should have a great future."  
— C. C. Marshall, Ontario

**Ruffled Beauty** ★ ★ ★ (410) (Prestgard, 1936) (80 days) A light yellow of unusual personality and ruffling. Opens 5 to 6 blooms on a medium length stem. Lovely for floral pieces. Though it is not new, it is invaluable because of its ruffling and clear lemon coloring, for combining with the other ruffled pastels.  
(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. .20)

**Salman's Glory** ★ ★ ★ (507) (Salman, 1947) (80 days) A European visitor that has come to stay is Salman's Glory. A rich creamy yellow coloring, with a prominent red blotch combined with giant size, places it in the class where it is badly needed. Growers are unanimous in praising its fine field habits and ease of propagation.  
(M 3-.20; 10-.70) (S 10-.40) (Blbts. Pkg. .25)

**Seedlings, Mixed [Bloomed]** It is necessary to grow a large number of seedlings in order to find one that meets all the qualifications of a new introduction. Thousands are tried, one is named. This mixture is composed of seedlings that are mighty fine but not world beaters. If you are looking for something different, you'll surely get it here. One of the best buys in my catalogue.  
(L 10-.60; 100-5.00) (M 10-.35; 100-3.00) (S 10-.25; 100-1.50) (Blbts. Pkg. .35)

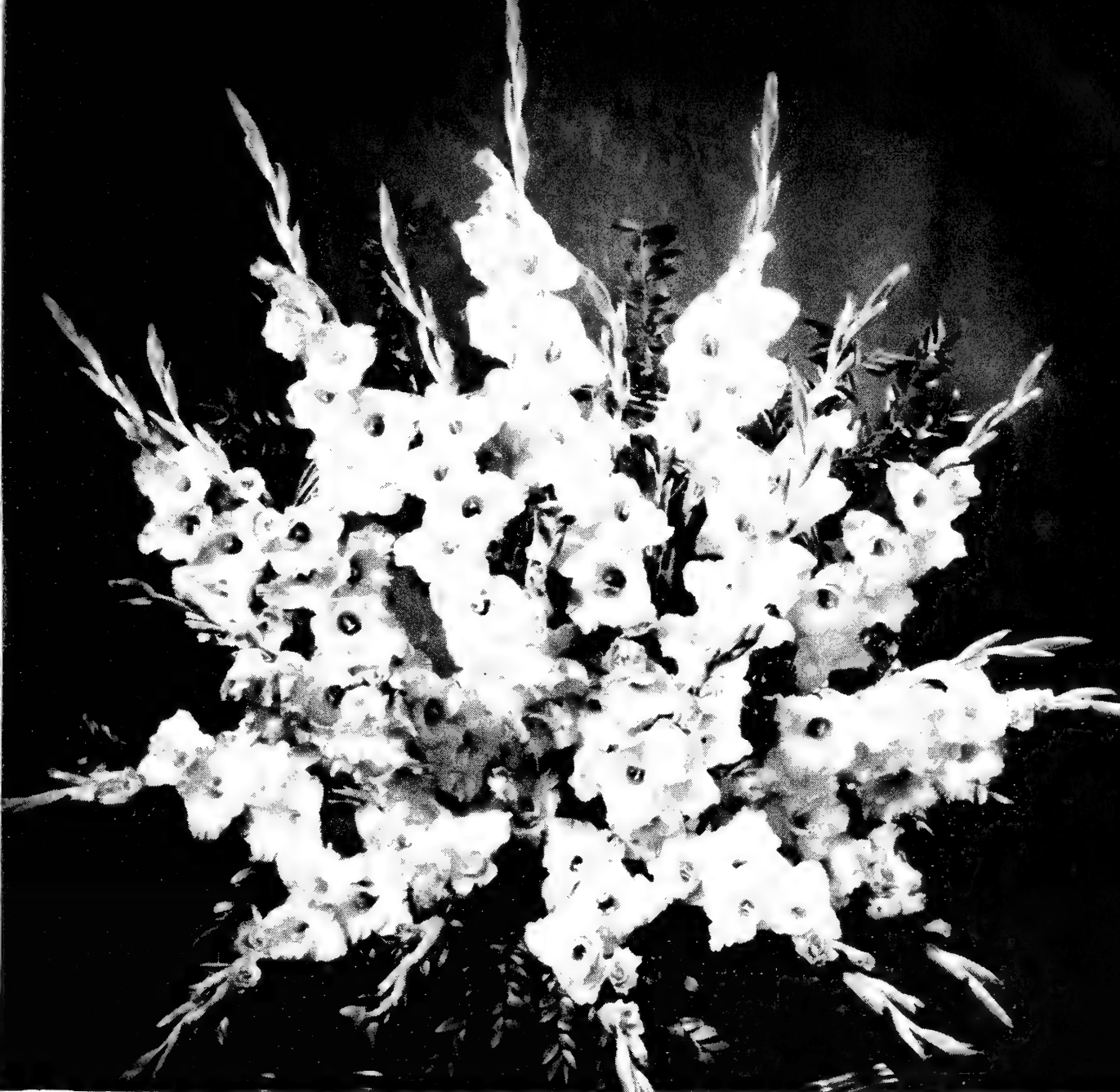
**Seedlings [Unbloomed]** Again we saved the bulblets from our unbloomed seedlings and planted them. They came from such parents as Rose O'Day, Elizabeth the Queen, Red Charm, Spotlight, Arethusa, Orange Gold, Gratitude, White Christmas, Beauty's Blush, and choice seedlings. Bulblets were from the lot from which we made our 1948 selections. We have had a great many fine testimonials regarding these seedlings. For your enjoyment; sizes 5's and 6's mixed. Nearly all will bloom this year.  
(10-.50) (100-3.50)

"I have here before me as I am writing this note, the most beautiful and perfect white spike of any variety I have ever grown and that includes Leading Lady, Solveig, White Magic, White Christmas, Snow Princess, Maid of Orleans, Leading Light (new this year from Barrett) and a few others.

"It is from your unbloomed seedlings that I purchased from you early in the Spring of 1947."  
—S. E. Taylor, West Virginia

**Silver Wings** ★ ★ ★ ★ (500) (Ritsima, 1944) (90 days) (Picardy sport) Similar to Leading Lady but much whiter; really a white. Opens a goodly number of 6 inch florets on tall stems. A variety to be reckoned with at the shows. Has won a long string of blue ribbons. The florists like it. A fine glad.  
(L 1-.20; 10-1.50) (M 2-.25; 10-1.00) (S 10-.50) (Blbts. Pkg. .20)

**Snow Flurry** ★ ★ ★ ★ (400) (Clark-Moses, 1947) (85 days) (Picardy sport) Another white sport of Picardy that won our hearty approval last summer. We loved it for its absolute purity of color, suede texture, precise arrangement, and excellent attachment of florets. Will make an excellent commercial. Fine grower. All the cream or white sports of Picardy, as Eureka, Leading Lady, Silver Wings and Snow Flurry, will have an occasional pink stripe in the floret. More rarely a plant will sport all the way back to Picardy again. Snow Flurry is pictured on page 36.  
(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.35 10-2.50) (Blbts. 10.75)



**POET'S DREAM** Is a Dream in Waxy Perfection of Ruffling

**Snow Princess** ★ ★ (400) (Pfitzer, 1939) (75 days) Good old reliable  
 . . . . Snow Princess is a large creamy white with a  
 deeper cream throat. Has been grown in tremendous quantities. Good for early cutting.  
 (L 3-.25; 10-.70) (Blbts. Pkg. .20)

**Sparks** ★ ★ ★ (506) (Glass, 1947) (95 days) (Seedling x Aladdin) A spectacu-  
 . . . lar giant pale yellow (not cream) with an unusual explosion-  
 blotch effect of orange-scarlet which suggests sparks shooting from a glowing coal. Tall  
 grower and good propagator. The illustration on page 42 fails to suggest the dramatic  
 beauty of this variety.  
 (L 1-1.00; 10-8.00) (M 1-.60; 10-4.80) (S 1-.40; 10-3.00) (Blbts. 5-.25; 25-.75)

**Spic and Span** ★ ★ ★ ★ (432) (Carlson, 1946) (80 days) (Picardy x New  
 . . . . Era) A great show variety which is already in  
 big demand among Florida growers. Opens 7 to 9 well-placed, beautifully frilled florets on  
 long flowerheads. The best new introduction in our garden of a year ago. Pictured on  
 page 18 and on the back cover.  
 (L 1-1.75; 10-14.00) (M 1-1.50; 10-12.00) (S 1-1.50; 10-10.00) (Blbts. 1-.20; 10-1.50)



**Waxy, Frilly STARLET on Fine Wiry Stems Is the Most Graceful of All Glads—  
A Gem for the Florist and Indispensable for Home Decoration**

**Spindrift** ★ ★ ★ (400) (Chase, 1947) (90 days) (Picardy x Myrna) Spindrift (sea spray) won the highest gladiolus honor of the land this past summer—the grand championship at the International Gladiolus Show at Binghamton, N. Y. It also performed well in our garden. Seven or eight trimly-tailored, waxy, ruffled, creamy florets open on tall graceful spikes. It is reminiscent of Myrna.  
(L 1-2.00) (M 1-1.50)

**Spotlight** ★ ★ ★ (410) (Palmer, 1944) (80 days) (Picardy x Yellow Seed-Dream, and Orange Queen) Clear medium yellow with a trickle of scarlet deep in the throat. Florets are large, round, and full. Not a form glad exactly. Propagates like mad. Did well in the summer's heat and cuts well from small bulbs. The No. 1 yellow of today. Has lots of friends! Pictured on page 42 and on the back cover.  
(L 2-.30; 10-1.20) (M 2-.20; 10-.80) (S 4-.25; 10-.40) (Blbts. Pkg. .25)

**Starlet** ★ ★ ★ ★ (200) (Baerman, 1944) (80 days) (Zona x Baby Decorah) X Queen of Bremen) Starlet is a flower from fairyland! Four to six crisp, airy, immaculate white butterflies are gracefully poised on tall, thin, wiry stems. A bouquet of Starlet looks like a cluster of fluttering butterflies. Starlet, Little Sweet-heart and Twinkles are the only 200 size glads of quality that I have seen. Starlet is startling in arrangements. Vigorous and prolific. Illustrated on pages 24 and 40.  
(L 2-.30; 10-1.20) (M 2-.20; 10-.80) (S 3-.25; 10-.50) (Blbts. 20-.25)

**Stoplight** ★ ★ (452) (Lins, 1942) (85 days) (Picardy x Seedling) A vivid red of brilliant lustre and crepe-paper ruffling. A fine cut-flower variety except that bulbs are subject to disease—a trait which it has probably inherited from Com. Koehl.  
(L 3-.25; 10-.70) (M 10-.40)

**Summer Snow** ★ ★ ★ (300) (Fischer, 1949) (85 days) (Angelica X Sweetheart x Incense) New ruffled snow white. Described in full on page 2. Pictured on page 4.

**Sunlight** ★ ★ ★ (416) (Spiller, 1946) (85 days) (Margaret Fulton x Hercules) The outer portion of the slightly ruffled blooms of Sunlight are a delicate pink which blend to a large golden throat giving the effect of a bright light orange. A basket or bouquet of Sunlight is a thing of beauty indeed. The first important variety derived from Margaret Fulton. Excellent grower.  
(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.25; 10-2.00) (Blbts. 10-.35)

**Sunspot** ★ ★ ★ (417) (Roberts, 1945) (80 days) (Picardy x Gloriana seedling) A yellowish apricot-buff with a rose-red spot in the throat. Seven or eight large ruffled florets open on tall stems. Strong grower. Excellent show variety. Pictured on page 42.  
(L 1-1.00; 10-8.00) (M 1-.60; 10-4.80) (S 1-.35; 10-3.00) (Blbts. 3-.25, 12-1.00, 100-6.00)

**Susquehanna** ★ ★ ★ (416) (Herridge, 1943) (85 days) (Heritage x Picardy) Like Heritage, Susquehanna opens a large number of large plain-petaled florets on tall stems. Plain but clean cut. Makes a small percentage of short heads. A smooth buff with a cream throat and midribs that we like very much for commercial cutting. The buds are a particularly lovely shade of peach.  
(M 10-.40) (S 10-.25) (Blbts. Pkg. 20)

**Tivoli** ★ ★ ★ (460) (K. & M., 1947) (90 days) Named for a famous resort near ancient Rome where the Emperor Hadrian had his villa and the poet Horace his Sabine farm. An ethereal shade of clear pink that will be loved by everyone. It should be classified as 440 in my estimation. Opens a goodly number of plain-petaled florets on tall, well proportioned spikes. Good grower and propagator.  
(L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 1-.20; 10-1.25, 100-9.00)

**Topflite** ★ ★ ★ ★ (460) (La Salle, 1946) (90 days) The soft rose-pink color and crystalline substance make this a topflight connoisseur's variety. The color is so clear that the petals seem to have a luminous quality. Topflite gave us some of the most sensational spikes we had last summer. It is rather ordinary, however, unless well grown. A slow propagator and a poor bulb maker. Pictured on page 42.  
(L 1-3.00) (M 1-2.00) (S 1-1.00) (Blbts. 1-.30; 10-2.40; 100-16.00)



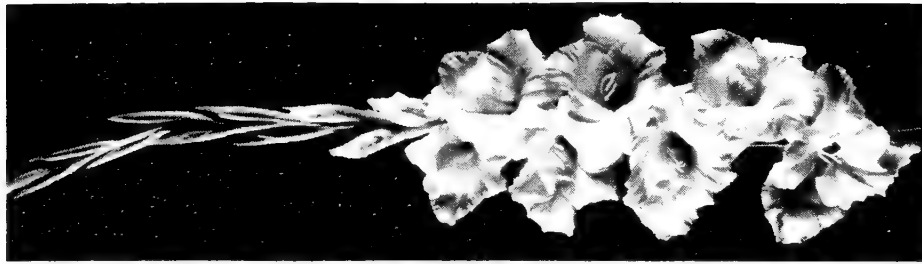
**Valeria**



**Trocadero**



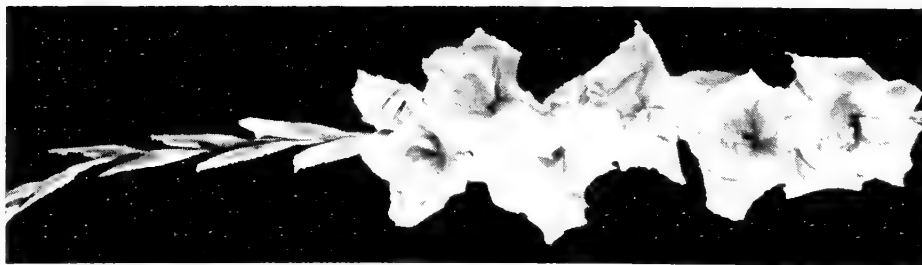
**Topflite**



**Sunspot**



**Spotlight**



**Sparks**

**Tralee** ★ ★ (460) (Krueger, 1947) (75 days) (Apricot Glow x Marmora) Tralee was one of the disappointments of the year, a faded rose color and a slow propagator. By no stretch of the imagination can we see it as a connoisseur's flower or a commercial, but it may do better elsewhere. Hope it surprises us another year.  
(L 1-2.00) (M 1-1.50) (S 1-1.00; 10-8.00) (Blbts. 1-.25; 10-2.00; 100-16.00)

**Trocadero** ★ ★ ★ (424) (Lins. 1946) (85 days) (Ficardy x Aflame) x Pfitzer's Triumph) Trocadero is a paler Pfitzer's Triumph which was a color marvel in its day. From a distance it is a carrot orange; close up it's a rich salmon-scarlet. A monotone with no markings. In fine repute with most growers, Trocadero was rather temperamental here last summer. Generally healthy. Pictured on page 42.  
(L 1-1.25) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00)

**True Love** ★ ★ ★ (440) (Klein, 1945) (70 days) (Picardy x Helena) Loved truly for its delectable, lively pure pink color. Not a large glad but one that will find a place in living room arrangements. Comes in early season when good glads are so welcome. Plants attain medium height, plenty tall for cutting.  
(L 1-.20; 10-1.50) (M 2-.30; 10-1.00) (S 2-.20; 10-.60) (Blbts. Pkg. .25)

**Valeria** ★ ★ (436) (D. S. Pruitt, 1938) (75 days) (Erica Morini x Dr. Bennett) A light scarlet red in great demand by the florists trade. It opens well in water because of its large pithy stems. Large acreages are grown in the south for the winter cutflower market. Has some shorts. We like it for early cutting. An excellent variety. Pictured on page 42.  
(L 3-.25; 10-.70) (Blbts. Pkg. .20)

**Velvet Mantle** ★ ★ ★ (454) (Fischer, 1949) (85 days) (Dr. Hoeg x Black Opal) New glossy maroon. Described in full and illustrated on page 2.

**Venida** ★ ★ ★ (460) (Milo, 1947) (85 days) ((Mauve Magic x Minuet) X Minuet) Venida resembles its parent Minuet in floret shape and spike formation. It varies from its parent in color, being a soft light rose with a sharp clean blotch of cream. Fine grower and much better germinator than Minuet.  
(L 1-2.00) (M 1-1.50) (S 1-1.00; 10-8.00) (Blbts. 1-.25; 10-2.00)

**Victory Queen** ★ ★ ★ (430) (Wilson, 1945) (95 days) (Mrs. Richard McGovern x Christabel) A delectable shade of peach with a cream throat. Heavily ruffled; opens 7-8. Opens exceptionally well in water. Doesn't seem ever to wilt. Long flowerheads but a rather short handle. Good propagator.  
(L 1-.50; 10-4.00) (M 1-.30; 10-2.50) (S 1-.25; 10-2.00) (Blbts. 5-.25, 25-1.00)

**Vulcan** ★ ★ (470) (Stevens, 1942) (85 days) (Arabella X (Purple Challenge x Marmora) We like Vulcan for its beautiful shade of magenta purple. The color is especially effective with autumn colors. Arranges well with other flowers. Florists like it. Fine tall plants though the flowerheads are shorter than one desires. One of the four best purples.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**War Paint** ★ ★ ★ (436) (Kadel, 1947) (95 days) (Red Penny x Regent) A lovely vermilion scarlet that opens a goodly number of precisely arranged florets on a long flowerhead. An excellent garden flower and one the florists will like. Splendid habits.  
(L 1-2.00) (M 1-1.50) (S 1-1.00) (Blbts. 1-.20; 10-1.50)

**Wedgwood** ★ ★ ★ ★ (366) (Fischer, 1947) (70 days) (Lavender & Gold x Seedling) Wedgwood speaks a silent message of grace, purity and refinement. Five to seven sculptured florets come well-attached and precisely arranged on slender, well-proportioned spikes. This waxy ruffled lavender gem does not depend upon size for allurements. It is a color marvel—a rich live lavender with cream throat. Our first choice for make-up work. Exceptionally healthy. A good propagator and a sure commercial. Very early. George Lasch, gladiolus grower, Indiana, reports that it was the second variety to bloom for him, blooming in 61 days. Named for the delicacy and refinement of Wedgwood china. Pictured on page 31 and on back cover.  
(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50) (Blbts. 10-.75; 100-6.00)



**White Challenge** ★ ★ (501) (Arnett) 1947) (90 days) (Euides x Pic-  
 • • • ardy) A tall clear white that certainly can  
 make an imposing spike. Flowerheads sometimes a yard long. Viewing the unbloomed spike,  
 one sees the buds placed so far apart that one wonders how the spaces can be filled; but  
 White Challenge fools one. It has huge, wide-open florets. We liked its clear sparkling sheen  
 and its faint rose glow in the throat. But White Challenge lacks rhythm; it is undistin-  
 guished in line. Medium propagator with us. An excellent garden and exhibition variety.  
 Pictured on page 4.

(L 1-3.50) (M 1-2.50) (S 1-1.50) (Blbts. 1-.25; 10-2.00; 100-14.00)

**White Christmas** ★ ★ ★ ★ (500) (Fischer, 1948) (80 days) (Myrna X  
 • • • (Maid of Orleans x White Ribbon) White  
 Christmas exemplifies the Christmas message by its ethereal grace of line, serene poise,  
 and immaculate purity. It rivals the Regal Lily in its heavy, waxy substance. It is snow-  
 sculptured. White Christmas opens 6 to 8 recurved, fluted florets on a 20-bud spike.  
 It opens unusually well in water. In fact, spikes cut and opened indoors are more beauti-  
 ful than when bloomed in the garden. Large bulbs should have all but one eye removed  
 before planting, lest they attempt to throw too many spikes. White Christmas is gener-  
 ally regarded as one of the leading introductions of recent years. We have had more  
 enthusiastic reports on it than on any other variety. Rated by Dr. John F. Cason in the  
 December, 1948, N.A.G.C. **Bulletin** as one of the ten best glads. Under irrigation it propa-  
 gated magnificently last summer. White Christmas is pictured on inside back cover and  
 on back cover.

\$1.50 each any size. Bulblets: 2-.25; 10-1.00; 100-8.00

"I had fifty-one different whites last season and White Christmas certainly was tops."

—George E. Harvey, Rhode Island

"We bloomed some fine White Christmas—plenty tall enough here, and mostly per-  
 fect placement. Got some nice seed from it too—also from Wedgwood, which is surely  
 a dainty little glad."

—Winston Roberts, Idaho

"Today with temperatures in the 90's and a forty-some mile wind blowing, White  
 Christmas is taking it beautifully. I am looking forward to the day when we shall have  
 quantities to cut. A few weeks back I cut our only spike of Rose Charm the morning after  
 3 inches of rain fell during a windstorm that reached 60 miles an hour. Wedgwood had  
 no such weather test but was of course a lovely thing. Poet's Dream is doing very well  
 today; most other things are limp and tattered."

—D. G. Hoag, North Dakota

"You will probably be interested to know that at yesterday's New England Gladiolus  
 Society Seedling Meeting I won best recent introduction and an Award of Merit with  
 White Christmas. I had five beautiful spikes available and put up four (three required  
 for award of merit). At my request it was scored and the average score was 92.4! That's  
 2.4 higher than my commendation award last year—and this time it was three spikes  
 instead of one! They were simply magnificent and if they had only been a few days later  
 I honestly believe would have won the championship vase at Boston. They bloomed a  
 little too soon and I would have so liked them for the Boston show Aug. 19th. Words can  
 hardly convey the beauty of these three spikes. One had a flowerhead of 32 inches and the  
 others close to 30 inches. Averaged seven to eight open. Everyone present thought they  
 were wonderful. To me they were the crowning achievement of all my years in growing  
 gladiolus. And I really mean every word of it.

(Quoting a second letter from the same source): "So here are the winnings with the  
 20 'old jumbo' bulbs you sent for me to grow:

**N. E. G. S. Seedling Show, Aug. 15**

1. Best Recent Introduction
2. Award of Merit (score 92.4)

**Boston Show, Aug. 19**

3. Hall of Fame
4. First in 500 Class Recent Introductions
5. First in Class for Most Ruffled Florets

"Not bad for twenty bulbs!"

—Kenneth Weale, Massachusetts

"White Christmas is unquestionably one of the very best glads that it has ever been my pleasure to see! The plant from my one medium bulb was 67 inches tall from ground to tip of spike. Foliage broad, dark green and healthy. Spike was ramrod straight, with 23 buds. Spike was cut with 4 open florets and opened 11 before the first one faded. Florets were clean, heavily ruffled, and placement was excellent. After spike was cut with 4 florets open, it opened out to the tip bud in the house and it was 23 days from the time that spike was cut until the last floret faded. This performance was obtained without special 'coddling' or 'shot in the arm' fertilizing. Same treatment as given all of my other varieties. You really have something in White Christmas!" —R. E. Bowland, Jr., Delaware

**White Goddess** ★ ★ ★ (500) (Roberts, 1948) (80 days) (Myrna x Heritage) A tall white, blending to a cream throat, that opens 7 ruffled florets on long flowerheads. Has been well received. Fine grower; excellent propagator.  
(L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.60; 10-4.80) (Blbts. 2-.30; 10-.20, 100-8.00)

**White Gold** ★ ★ — (506) (Scheer, 1941) (70 days) (Picardy seedling) A tall huge cream that has remarkably broad petals. Opens up to 5 six-inch florets on strong, straight spikes. Very vigorous and prolific. Excellent for early cutting.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**Wings of Song** ★ ★ — (443) (Ellis, 1939) (90 days) (Picardy seedling) A fine mellow pink that makes an excellent cut-flower. Slate flecking at the edge of the petals under some weather conditions adds to the novelty of the flower. Sharp cream blotch. Blooms well from small bulbs. Can readily be grown to show spike proportions.  
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**For Sheer Beauty Few Glads Equal Exquisitely Ruffled WEDGWOOD**



# Wholesale Price List--Not Prepaid

Prices indicated are F.O.B., St. Charles, Minnesota. Twenty-five or more bulbs of the same size and variety will be sold at the 100 rate. 250 or more of the same size and variety will be sold at the 1000 rate. All stock subject to prior sale. C indicates price per hundred; M indicates price per thousand. Bulblets dry measure.

|                      |        | BULBLETS<br>(Dry Measure) |        |       |       |       |       |       |        |       |  |
|----------------------|--------|---------------------------|--------|-------|-------|-------|-------|-------|--------|-------|--|
|                      |        | 1                         | 2      | 3     | 4     | 5     | 6     | ½ Pt. | Qt.    | Pk.   |  |
| ABU HASSAN           | C----- | 8.00                      | 7.00   | 6.00  | 5.00  | 4.00  | 3.00  | 6.00  | -----  | ----- |  |
| ANNAMAE              | C----- | 3.50                      | 3.00   | 2.50  | 2.00  | 1.50  | ----- | ----- | -----  | ----- |  |
|                      | M----- | 30.00                     | 25.00  | 20.00 | 16.00 | ----- | ----- | ----- | 2.00   | 14.00 |  |
| ARETHUSA             | C----- | -----                     | -----  | 3.00  | 2.50  | 1.75  | 1.25  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | 25.00 | 20.00 | 14.00 | 10.00 | 1.00  | 3.00   | 20.00 |  |
| AUTUMN GOLD          | C----- | 3.50                      | 3.00   | 2.50  | 2.00  | ----- | ----- | ----- | -----  | ----- |  |
|                      | M----- | 30.00                     | 25.00  | 20.00 | 15.00 | ----- | ----- | ----- | 2.00   | 12.00 |  |
| BEAUTY'S BLUSH       | C----- | 34.00                     | 30.00  | 26.00 | 22.00 | 18.00 | 14.00 | 20.00 | 60.00  | ----- |  |
| BIRCH RED            | C----- | 128.00                    | 100.00 | 80.00 | 65.00 | 48.00 | 35.00 | 50.00 | 200.00 | ----- |  |
| BLESSED DAMOZEL      | C----- | -----                     | -----  | 4.00  | 3.00  | 2.00  | 1.50  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | ----- | ----- | 16.00 | 12.00 | 1.50  | 5.00   | 30.00 |  |
| BRIGHTSIDE           | C----- | 5.00                      | 4.50   | 3.50  | ----- | ----- | ----- | ----- | 2.00   | 12.00 |  |
| BURMA                | C----- | -----                     | -----  | ----- | 3.00  | 2.50  | 1.50  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | ----- | ----- | 20.00 | 12.00 | 1.00  | 3.00   | 20.00 |  |
| CASABLANCA           | C----- | -----                     | -----  | 3.00  | 2.00  | 1.50  | 1.00  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | ----- | 18.00 | 12.00 | 8.00  | ----- | 2.00   | 12.00 |  |
| CHIEF MULTNOMAH      | C----- | -----                     | -----  | 2.50  | 2.00  | 1.50  | 1.00  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | 20.00 | 16.00 | 12.00 | 8.00  | ----- | 2.00   | 12.00 |  |
| DAISY MAE            | C----- | 20.00                     | 16.00  | 14.00 | 12.00 | 10.00 | 8.00  | 8.00  | 30.00  | ----- |  |
| DISCOVERY            | C----- | 5.00                      | -----  | 2.50  | 2.00  | 1.50  | ----- | ----- | -----  | ----- |  |
|                      | M----- | 40.00                     | -----  | 20.00 | 16.00 | ----- | ----- | ----- | 2.00   | 12.00 |  |
| FLORENCE NIGHTINGALE | C----- | 64.00                     | 56.00  | 48.00 | 40.00 | 32.00 | 28.00 | 35.00 | 100.00 | ----- |  |
| GAYLORE              | C----- | 8.00                      | 7.00   | 6.00  | 5.00  | 4.00  | 3.00  | 6.00  | 20.00  | ----- |  |
| GENGHIS KHAN         | C----- | 12.00                     | 10.00  | 8.00  | 7.00  | ----- | ----- | 8.00  | 30.00  | ----- |  |
| GEN. MacARTHUR       | C----- | 6.00                      | 4.50   | 4.00  | 3.00  | 2.00  | 1.25  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | ----- | ----- | 16.00 | 10.00 | 1.00  | 3.00   | 20.00 |  |
| GERRY                | C----- | 9.00                      | 8.00   | 7.00  | 5.50  | 4.50  | 3.50  | 6.00  | 20.00  | ----- |  |
| GLEAM                | C----- | -----                     | -----  | ----- | 4.00  | 3.50  | 2.50  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | ----- | 38.00 | 30.00 | 20.00 | 1.50  | 5.00   | 30.00 |  |
| GRATITUDE            | C----- | 9.00                      | -----  | 7.00  | 6.00  | 5.00  | 3.00  | ----- | -----  | ----- |  |
|                      | M----- | 80.00                     | -----  | 60.00 | 50.00 | 40.00 | 25.00 | 4.00  | 10.00  | 60.00 |  |
| HAWKEYE RED          | C----- | 4.00                      | -----  | 2.50  | 2.00  | 1.50  | 1.00  | ----- | -----  | ----- |  |
|                      | M----- | 45.00                     | -----  | 20.00 | 16.00 | 12.00 | 8.00  | ----- | 2.00   | 14.00 |  |
| HEAVENLY WHITE       | C----- | 9.00                      | 7.00   | 5.00  | 3.50  | 2.50  | 2.00  | ----- | -----  | ----- |  |
|                      | M----- | 80.00                     | -----  | ----- | ----- | ----- | 14.00 | 3.00  | 10.00  | 70.00 |  |
| JEANIE               | C----- | 4.00                      | 3.50   | 3.00  | 2.50  | ----- | ----- | ----- | -----  | ----- |  |
|                      | M----- | 35.00                     | 30.00  | 25.00 | 20.00 | ----- | ----- | ----- | 2.00   | 14.00 |  |
| KING ARTHUR          | C----- | -----                     | 4.00   | 3.50  | 2.50  | 2.00  | ----- | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | 30.00 | 20.00 | ----- | ----- | 1.00  | 3.00   | ----- |  |
| LADY JANE            | C----- | 4.00                      | 3.50   | 3.00  | 2.00  | 1.50  | 1.00  | ----- | -----  | ----- |  |
|                      | M----- | 32.00                     | -----  | ----- | 18.00 | 12.00 | 8.00  | ----- | 2.00   | 12.00 |  |
| LADY LUCK            | C----- | 12.00                     | 10.00  | 8.00  | 6.00  | 4.00  | 3.00  | 6.00  | 20.00  | ----- |  |
| LANCASTER            | C----- | 15.00                     | 12.00  | 10.00 | 8.00  | 7.50  | 6.00  | 12.00 | 40.00  | ----- |  |
| LANTANA              | C----- | -----                     | 3.00   | 2.50  | 2.00  | 1.50  | 1.00  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | -----  | 20.00 | 16.00 | ----- | ----- | ----- | 1.00   | 7.00  |  |
| LAVENDER & GOLD      | C----- | -----                     | 5.00   | 3.50  | 3.00  | 2.00  | 1.50  | ----- | -----  | ----- |  |
|                      | M----- | -----                     | 45.00  | 32.00 | 24.00 | 16.00 | 12.00 | 1.50  | 4.00   | 25.00 |  |

|                    |   | BULBLETS<br>(Dry Measure) |        |        |        |       |       |         |        | Pk.    |
|--------------------|---|---------------------------|--------|--------|--------|-------|-------|---------|--------|--------|
|                    |   | 1                         | 2      | 3      | 4      | 5     | 6     | 1/2 Pt. | Qt.    |        |
| LAVENDER PRINCE    | C | 9.00                      |        | 6.00   | 5.00   | 4.00  | 3.00  |         |        |        |
|                    | M | 80.00                     |        | 50.00  | 40.00  | 35.00 | 25.00 | 4.00    | 15.00  | 100.00 |
| LEADING LADY       | C |                           |        | 4.00   | 3.00   | 2.50  | 2.00  |         |        |        |
|                    | M |                           |        | 35.00  | 28.00  | 22.00 | 15.00 | 1.25    | 4.00   | 25.00  |
| LITTLE SWEETHEART  | C | 64.00                     | 50.00  | 40.00  | 32.00  | 24.00 | 18.00 | 30.00   | 100.00 |        |
| MARGARET BEATON    | C |                           |        |        | 2.00   | 1.50  | 1.00  |         |        |        |
|                    | M |                           |        |        | 16.00  | 12.00 | 8.00  |         | 2.00   | 12.00  |
| MIXTURE            | C | 3.00                      |        | 2.00   | 1.50   | 1.00  | .75   |         |        |        |
|                    | M | 25.00                     |        | 15.00  | 11.00  | 8.00  | 5.00  |         | 1.00   | 5.00   |
| MONTPELIER         | C | 50.00                     | 45.00  | 40.00  | 35.00  | 25.00 | 20.00 | 35.00   |        |        |
| MT. INDEX          | C |                           | 4.00   | 3.00   | 2.50   | 2.00  | 1.25  |         |        |        |
|                    | M |                           |        |        | 22.00  | 16.00 | 10.00 | 1.00    | 4.00   | 25.00  |
| OKLAHOMA           | C | 25.00                     | 21.00  | 17.00  | 14.00  | 12.00 | 10.00 | 15.00   | 50.00  |        |
| ORANGE GOLD        | C | 12.00                     | 10.00  | 8.00   | 6.50   | 5.00  | 4.00  |         |        |        |
|                    | M | 96.00                     | 80.00  |        | 52.00  | 40.00 | 32.00 | 5.00    | 6.00   | 110.00 |
| PICARDY            | C |                           |        |        | 2.00   | 1.50  | 1.00  |         |        |        |
|                    | M |                           |        |        | 18.00  | 12.00 | 8.00  |         | 2.00   | 12.00  |
| POET'S DREAM       | C | 6.50                      | 5.50   | 4.50   | 3.50   | 3.00  | 2.00  |         |        |        |
|                    | M | 60.00                     |        | 40.00  | 32.00  | 24.00 | 16.00 | 1.50    | 5.00   | 30.00  |
| PURPLE SUPREME     | C |                           |        | 3.00   | 2.00   | 1.50  | 1.00  |         |        |        |
|                    | M |                           |        |        | 15.00  | 10.00 | 6.00  |         | 2.00   | 12.00  |
| RED CHARM          | C | 5.00                      |        | 3.00   | 2.50   | 1.50  | 1.00  |         |        |        |
|                    | M | 45.00                     |        | 28.00  | 18.00  | 12.00 | 8.00  | 1.00    | 3.00   | 20.00  |
| RED PLUSH          | C | 8.00                      | 7.00   | 5.00   | 4.00   | 3.00  | 2.00  | 4.00    | 15.00  |        |
| RITA MAE           | C | 25.00                     | 20.00  | 16.00  | 14.00  | 12.00 | 10.00 | 20.00   | 60.00  |        |
| ROSA VAN LIMA      | C | 4.00                      |        |        | 2.00   | 1.50  | 1.00  |         |        |        |
|                    | M | 35.00                     |        |        |        |       |       |         | 2.00   | 12.00  |
| ROSE CHARM         | C | 36.00                     | 28.00  | 20.00  | 16.00  | 12.00 | 8.00  |         |        |        |
|                    | M |                           |        |        | 128.00 | 96.00 | 64.00 | 15.00   | 50.00  | 300.00 |
| ROSE O'DAY         | C | 9.00                      | 7.50   | 6.50   | 5.50   | 4.50  | 3.00  |         |        |        |
|                    | M | 80.00                     | 70.00  | 60.00  | 50.00  | 40.00 | 25.00 | 2.50    | 8.00   | 48.00  |
| SALMAN'S GLORY     | C |                           |        |        | 6.00   | 4.50  | 3.50  |         |        |        |
|                    | M |                           |        |        |        | 35.00 | 30.00 | 6.00    | 20.00  |        |
| SILVER WINGS       | C | 8.50                      | 7.50   | 6.50   | 5.00   | 4.00  | 3.00  |         |        |        |
|                    | M |                           |        |        | 45.00  | 35.00 | 25.00 | 6.00    | 20.00  |        |
| SNOW FLURRY        | C |                           |        |        | 20.00  | 16.00 | 12.00 | 20.00   | 60.00  |        |
| SNOW PRINCESS      | C | 4.00                      | 3.50   |        |        |       |       |         |        |        |
|                    | M | 35.00                     |        |        |        |       |       |         | 1.00   | 7.00   |
| SPARKS             | C | 60.00                     | 50.00  | 40.00  | 30.00  | 25.00 | 20.00 | 35.00   | 100.00 |        |
| SPIC AND SPAN      | C | 115.00                    | 105.00 | 100.00 | 90.00  | 85.00 | 70.00 | 40.00   | 150.00 |        |
| SPOTLIGHT (yellow) | C |                           |        |        | 3.00   | 2.50  | 2.00  |         |        |        |
|                    | M |                           |        |        | 24.00  | 20.00 | 16.00 | 4.00    | 10.00  |        |
| STARLET            | C |                           |        |        | 5.00   | 4.00  | 3.00  | 5.00    | 16.00  |        |
| SUSQUEHANNA        | C | 5.00                      | 4.00   | 3.50   | 3.00   | 2.00  | 1.50  |         |        |        |
|                    | M |                           |        | 30.00  | 25.00  | 18.00 | 14.00 | 1.50    | 5.00   | 30.00  |
| TRALEE             | C |                           |        |        | 50.00  | 40.00 | 30.00 | 30.00   |        |        |
| TROCADERO          | C | 60.00                     | 50.00  | 45.00  | 40.00  | 30.00 | 25.00 | 30.00   | 100.00 |        |
| VULCAN             | C | 4.00                      | 3.00   | 2.50   | 2.00   | 1.50  | 1.00  |         |        |        |
|                    | M |                           | 24.00  | 20.00  | 16.00  |       |       |         | 2.00   | 12.00  |
| WEDGWOOD           | C | 60.00                     | 50.00  | 45.00  | 40.00  | 30.00 | 25.00 | 35.00   | 55.00  | 100.00 |
| WHITE GODDESS      | C | 100.00                    | 84.00  | 72.00  | 60.00  | 42.00 | 36.00 | 50.00   | 90.00  | 160.00 |
| WHITE GOLD         | C | 4.00                      | 3.50   | 2.50   | 2.00   | 1.50  |       |         |        |        |
|                    | M | 35.00                     | 30.00  |        | 14.00  | 10.00 | 6.00  |         | 2.00   | 10.00  |
| WINGS OF SONG      | C | 3.50                      | 3.00   | 2.50   | 2.00   | 1.50  |       |         |        |        |
|                    | M |                           | 28.00  | 20.00  | 14.00  | 12.00 |       |         | 2.00   | 10.00  |

# Enjoy a Glad Show in Mid-winter

(Continued from page 9)

are bound to be in such demand that you may have to wait some time before we can reach your name on the list. If you want to provide yourself a very enjoyable evening's entertainment sometime this winter or spring, send in \$1 immediately and get on our slide waiting list. Be sure to tell us which type of slide set you prefer. All requests will be filled in the order received except that we will break the sequence to accommodate a glad society or flower club.

In addition to single spikes of glads, these sets include many beautiful glad arrangements. Also, we have deliberately included about one-fourth non-glad pictures for the sake of variety. These include garden pictures from some of the most beautiful gardens in America, such as the famous Magnolia Gardens of Charleston, S. Carolina, rated by Baedeker as one of the three most unique sights in America, (the other two being the Grand Canyon and Niagara Falls, Colonial Williamsburg, (restored by John D. Rockefeller), Dumbarton Oaks (the finest garden in the nations capitol), the great Hershey Rose Garden at Hershey, Pa., the great Jackson and Perkins Rose Garden at Newark, N. Y., and others. Most of these garden scenes are in the non-stereo sets this year. In addition to these garden scenes are a few other slides which we thought would have a special appeal to nature and beauty lovers.

You may see both sets—stereo and standard—if you wish, for a rental of \$2, but we cannot promise to send them simultaneously except in the case of flower clubs, when we will make every effort to do so.

We are asking recipients of these slide sets to return them prepaid within 48 hours after they are received in order that others may also enjoy them as soon as possible. For your own pleasure, we urge you to get on our slide waiting list as quickly as possible.

"Now that the gladiolus shows are over, I can write you how pleased I am over the one White Christmas bulb I purchased from you.

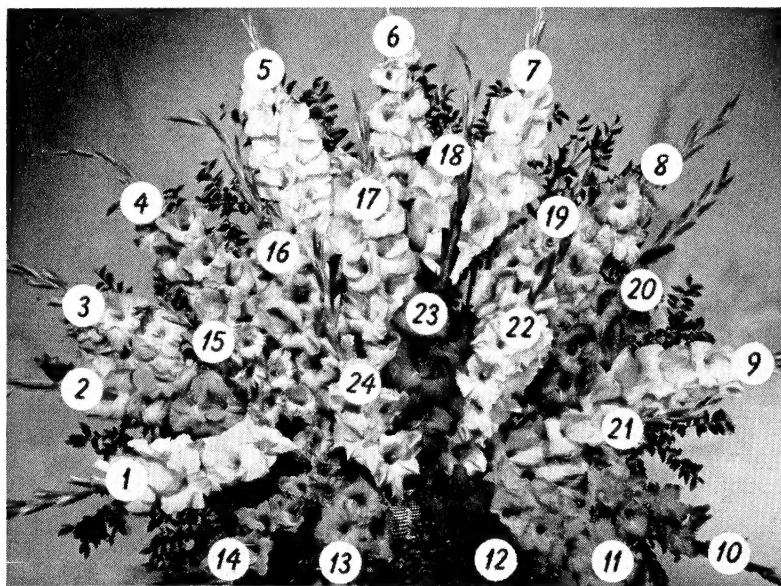
"It was ready and in its prime for the first show I had ever entered a gladiolus, along with about fifty other glads.

"The show was at Bay City, August 13th and 14th.

"Here is the record for my one spike of White Christmas:

- 1.—First Prize
  - 2.—Size Champion
  - 3.—Section Champion
  - 4.—Reserve Champion
  - 5.—The Lagden Gladiolus Gardens Annual Challenge Trophy for the Best Spike of Recent Introduction.
- Maurice Maynard, Michigan

## Key to Varieties Pictured on Back Cover



1. White Challenge
2. Orange Gold
3. Genghis Khan
4. Betty's Choice
5. Freedom
6. Poet's Dream
7. Beauty's Blush
8. Genghis Khan
9. Eureka
10. Gratitude
11. Spic and Span
12. Lancaster
13. Dieppe
14. Chamouny
15. Wedgwood
16. Daisy Mae
17. Blessed Damosel
18. Spotlight
19. Rose O'Day
20. Dusty Miller
21. Spotlight
22. White Christmas
23. Regal Red
24. Florence Nightingale





White  
Christmas



